Summary

Alberta Resident Travel Study

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SUMMARY OF

THE ALBERTA RESIDENT TRAVEL ATTITUDE AND MOTIVATION STUDY

Prepared by
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for
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Province of British Columbia
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PREFACE

This study was commissioned by the Ministry of Tourism and is published to assist the public and private sectors throughout the Province in tourism development and marketing related activities.

The report is the sole responsibility of the consultant and does not necessarily reflect the opinions of the Provincial Government which funded the study.

THE ALBERTA RESIDENT TRAVEL
ATTITUDE AND MOTIVATION
STUDY

Executive Summary

TABLE OF CONTENTS

Page

I INTRODUCTION 1

II RESEARCH OBJECTIVES 2

III RESEARCH METHODOLOGY 4

IV KEY FINDINGS 8

ALBERTAN RESIDENTS TRAVEL PATTERNS AND ATTITUDES TOWARDS TRAVEL IN GENERAL 8

- i) Market Size 8
- ii) Length of Stay 9
- iii) Seasonality 10
- iv) Reason for Travel 10
- v) Typical Planning Period for Travelling and Sources of Information 11
- vi) Activities Pursued on Pleasure Trips 11
- vii) Importance of Various Factors to Albertans When Taking a Trip 14
- viii) Geographic Profiles of Albertans 15
- ix) Psychographic Profiles of Albertans 16

continued... Page

BRITISH COLUMBIA AS A VACATION DESTINATION FOR ALBERTANS 18

- i) Market Size 18
- ii) Frequency of Travel to B.C. 19
- iii) Destinations Visited in B.C. 20
- iv) Seasonality 20
- v) Reasons for Travelling to B.C. 21
- vi) Mode of Transport When Travelling to B.C. 21
- vii) Typical Planning Period for Travelling to B.C. and Sources of Information Used 21
- viii) Strongest Attractions of B.C. as a Vacation Destination 22
- ix) Least Attractive Aspects of B.C. 23
- x) Attitudes Towards British Columbia 23
- xi) Awareness of Current Alberta Advertising Program 25

BRITISH COLUMBIA AS A FUTURE DESTINATION FOR ALBERTANS 25

- i) Likelihood of Visiting in Future 25
- ii) Influence of Expo 26
- iii) Appeal of Particular Areas of British Columbia 27
- iv) Specific Activities With Development Potential 28

V RECOMMENDATIONS 32

THE ALBERTA RESIDENT TRAVEL
ATTITUDE AND MOTIVATION
STUDY

Executive Summary

I INTRODUCTION

In the Spring of 1985 Tourism British Columbia commissioned Marktrend Marketing Research to conduct an extensive study of Albertan resident travel behaviour. The Alberta tourist market represents British Columbia's single largest non-resident source of visitors. The study's overall objective was to assist Tourism B.C. in refining its marketing approach to this valued source of visitors.

Two stages of primary research were employed in meeting this objective. The first stage consisted of five focus groups conducted in separate communities representing the different regional areas of Alberta. The focus group results provided qualitative data necessary for the design and implementation of the quantitative stage of research.

The second research stage consisted of 656 in-depth telephone interviews with randomly selected adult Albertans living throughout the province. While relevant secondary data was reviewed, the majority of the study's findings are derived from the quantitative information provided by this telephone survey.

A description of the study's objectives and methodology is included in this Executive Summary prior to the main findings and the recommendations arising from the study. Further details and a more in-depth analysis of the results can be found in the main report entitled "The Alberta Resident Travel Attitude and Motivation Study".

II RESEARCH OBJECTIVES

The overall study objective was to assist Tourism B.C. in refining its marketing approach to the Alberta market. The Alberta market for tourism to British Columbia was assumed to be composed of many diverse populations or market segments which correspond broadly to the various urban and rural regions of the province. Therefore, an implicit key objective of the research was to test for and identify these potential regional differences as they relate to British Columbia travel.

The explicit research objectives, as outlined by Tourism British Columbia, were as follows:

1. Determine the motivations for travel and destination selection by Alberta residents.
    - a) why they travel;
    - b) where they travel;
    - c) when they travel;
    - d) what they do on vacation;
    - e) extent of second home (cottage) or real estate ownership and how it affects travel to British Columbia; and
    - f) the effect Expo 86 will have on travel to British Columbia.

2. Identify the attitudes of Albertans to:
    - a) travel in general; and
    - b) travelling in British Columbia.

3. Determine what the Albertan residents want in a vacation.

4. Determine the existing penetration into the Alberta market and potential of British Columbia as a destination for Alberta residents.

5. Obtain additional information on the Alberta market with respect to:

   a) travel market segments;

      i) travel market segments which have a high growth potential and low growth potential, and

      ii) identify specific activities and interests which have development potential, eg. skiing, scuba diving

   b) travel experience;

      i) travel patterns,

      ii) frequency of travel, and

      iii) acceptability of package tours; and

   c) competing market destinations and their attraction.

6. Assess the current Alberta advertising program undertaken by the Ministry of Tourism in terms of awareness and motivation to travel to British Columbia.

7. Provide information about the Alberta travel market that will facilitate the formulation or adaptation of future marketing strategies.

III RESEARCH METHODOLOGY

a) Focus Groups

Focus groups were conducted in five Albertan communities prior to the telephone survey. The purpose of the focus groups was to provide qualitative information required for development of the most appropriate and efficient telephone interview questionnaire. Important perceived B.C. travel issues were identified by representative Albertans in their own words. This allowed the study team to develop an appropriately phrased telephone questionnaire. In addition, the focus groups allowed a qualitative evaluation of Tourism B.C.'s ongoing Albertan advertising program. Full details of the focus groups can be found in the main report entitled "The Alberta Resident Travel Attitude and Motivation Study".

b) Telephone Survey

A sample of 656 randomly selected Alberta residents was collected. The sample size allows for generalization of the results within ±4.0% at a 95 percent confidence level (the accepted scientific standard meaning that the survey results will be accurate within ±4.0% 95 times out of a 100).

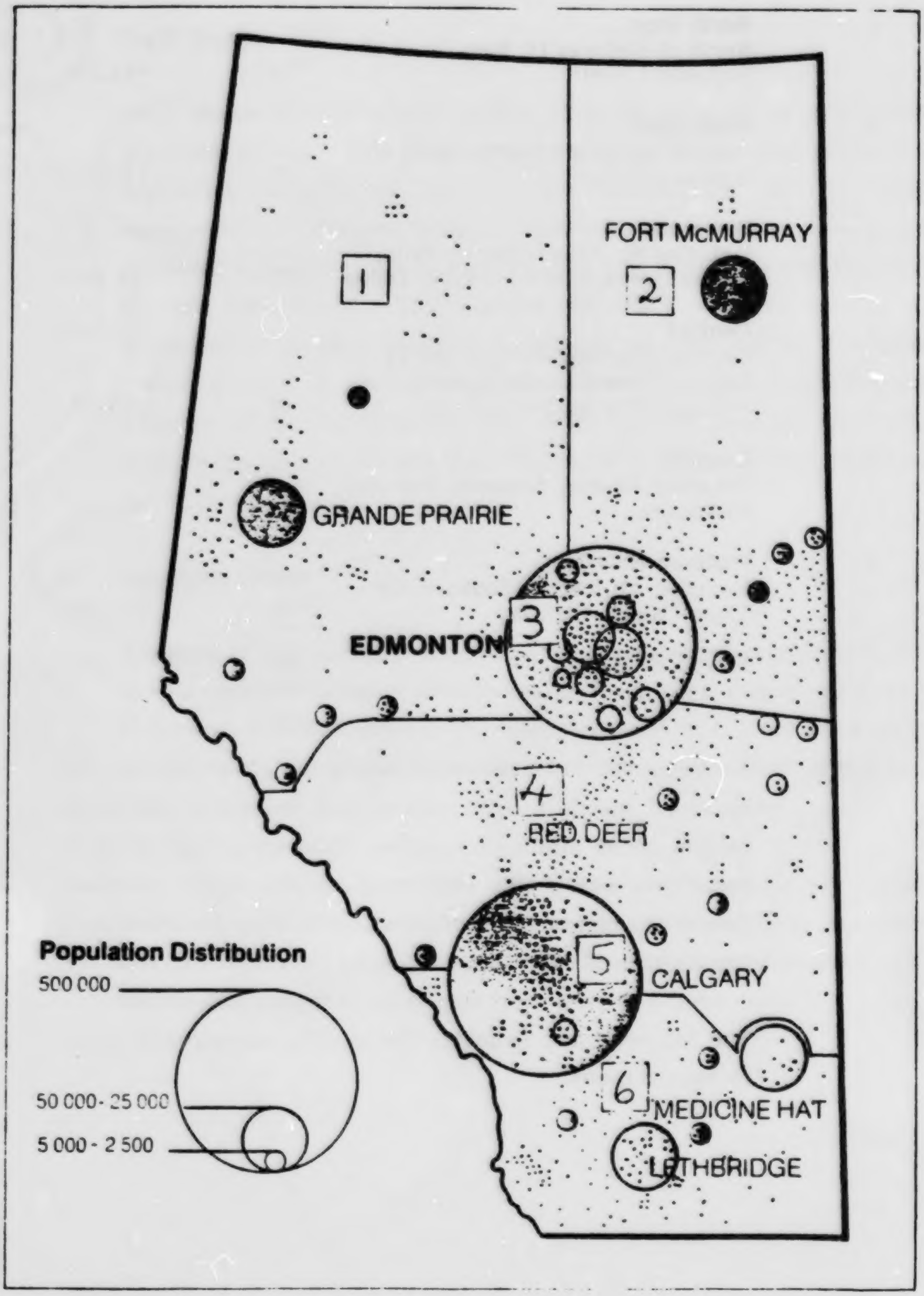
The sample was geographically stratified across the six study regions within Alberta. The stratified sample reflected both regional population size and minimum sample size requirements to give useful analysis. The sample size and potential sample error were as follows:

Number	Region	Sample Size	Sample Error (See Note)
1	**North West** North of Highway 16 West, West of Highway 2 North	75	±12.0%
2	**North East** East of Highway 2 North, North of Highway 14 East	77	±12.0%
3	**Edmonton** Including St. Albert, Stoney Plain, Spruce Grove, Sherwood Park, Leduc	151	±8.2%
4	**Central** South of Highway 16 West and 14 East to Trans-Canada Highway, Not Including Airdrie	99	±10.0%
5	**Calgary** Including Airdrie, Bowness, Okatoks, Midnapore	161	±8.0%
6	**Southern Alberta** Including All Regions South of the Trans-Canada Highway	93	±10.3%
	TOTAL SAMPLE	656	±4.0%

NOTE: Assuming the 95% confidence level, the above sub-samples and total sample provide results that are within the error factors noted within each region. The error calculation is based on a 50% / 50% response to any bi-partite question. This is the highest level of error that can be expected from these sample sizes.

The following map indicates the specific allocation of cities to various zones.

ALBERTA - ESTIMATED POPULATION DENSITIES



FORT McMURRAY
1
2
GRANDE PRAIRIE
3
EDMONTON
4
RED DEER
5
CALGARY
6
MEDICINE HAT
LETHBRIDGE
Population Distribution
500 000
50 000 - 25 000
5 000 - 2 500

Quotas were set for gender and age so as to reflect the norms of the population within the total sample and subsequent sub-samples. To qualify for the survey the respondent had to be the head of the household, acting as spokesperson for this unit.

The results of the survey were computer analyzed, in-house, using Statistical Package for the Social Sciences (SPSS) and BMDP, a statistical software package developed at UCLA.

Fieldwork for the telephone survey was conducted between June 20th and July 1st, 1985.

IV KEY FINDINGS

The main findings from the telephone survey are reported in this section. They are divided into three parts:

ALBERTAN RESIDENTS TRAVEL PATTERNS AND ATTITUDES TOWARDS TRAVEL IN GENERAL
- This part describes the results pertaining to Albertan travel generally and only mentions British Columbia in relation to other potential destinations.

BRITISH COLUMBIA AS A VACATION DESTINATION FOR ALBERTANS
- British Columbia is highlighted in this section, with details of past visits and attitudes towards the Province.

BRITISH COLUMBIA AS A FUTURE DESTINATION FOR ALBERTANS
- This section considers the future generally for British Columbia as a vacation destination and also looks at areas for particular development.

ALBERTAN RESIDENTS TRAVEL PATTERNS AND ATTITUDES TOWARDS TRAVEL IN GENERAL

i) Market Size

In the last year 84 percent of Albertans have made a pleasure trip of some sort. Sixty-two percent of Albertans have made pleasure trips within Alberta while 65 percent have made trips out of the province. Table 1 below shows the destination of trips taken in the past year.

TABLE 1

Trips Taken by Albertan Residents in Past Year

	Total Albertans %	Number of Albertans (based on Stats Canada population figures)
Made at least one trip.	84	1,972,000
Made at least one trip within Alberta.	62	1,456,000
Made at least one trip out of Alberta.	65	1,526,000
Visited British Columbia.	28	657,000
Visited Saskatchewan.	15	352,000
Visited Manitoba.	3	70,000
Visited Ontario/Quebec.	8	188,000
Visited Rest of Canada.	3	70,000
Visited Sun Spots (Hawaii, Mexico, Calif., etc.)	18	423,000
Visited U.S.A.	10	235,000
Visited Other Countries	8	188,000

NOTE: This table is based on all Albertans interviewed. They were asked to recall trips they had taken during the 12 months prior to being interviewed (ie. a period from June '84 to June '85).

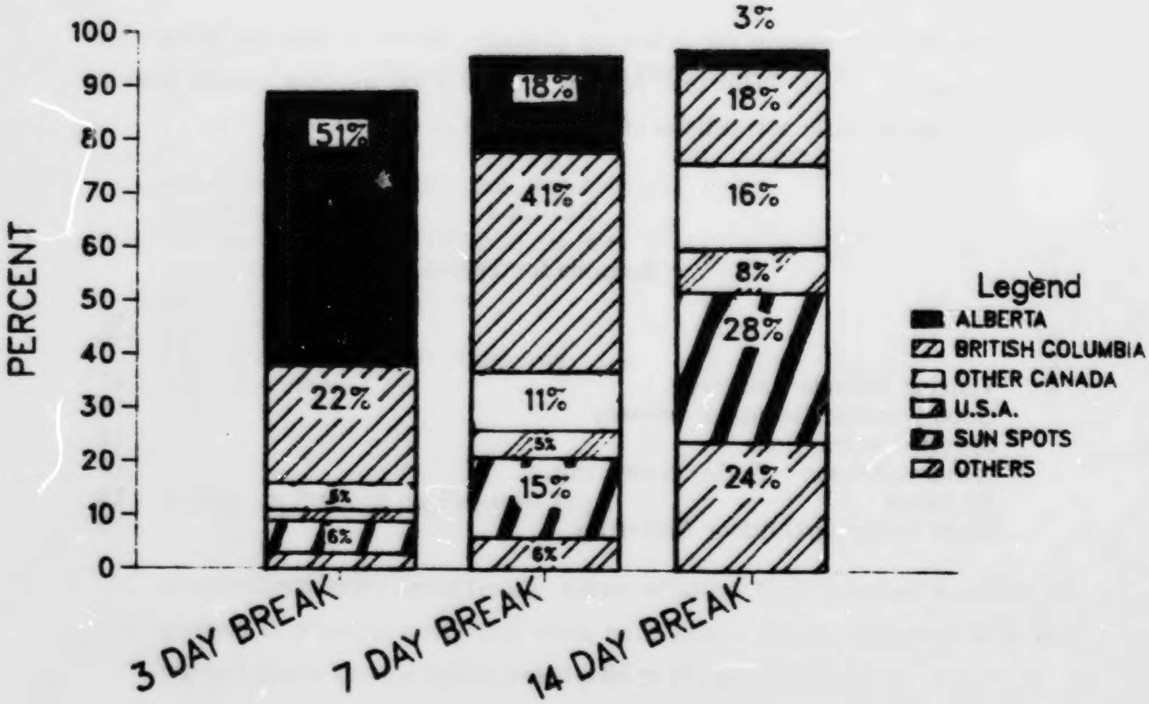
ii) Length of Stay

The average length of a trip within Alberta is 3-4 nights while for trips outside the province the average length per trip is 10-11 nights. The destination for a vacation is naturally influenced by the time period available. Figure 1 summarizes typical destinations and clearly shows the importance of British Columbia as a destination for 7 day breaks.

FIGURE 1

Typical Destination Choice by Time Available

	3 Day Break	7 Day Break	14+ Day Break
	%	%	%
Alberta	51	18	3
British Columbia	22	41	18
Other Canada	5	11	16
U.S.A.	2	5	8
Sun Spots	6	15	28
Others	3	6	24
Would Stay At Home	11	4	3



iii) Seasonality

The primary months for travel within Alberta are April, May and June while for external travel the period April to August is the most popular. Summer is the strongest period for trips to British Columbia while the winter months are important for Sun Spots.

TABLE 2

Trips Taken by Season

	Trips Within Alberta	Trips to B.C.	Trips to Other Canadian Destinations	Trips to Sun Spots
	%	%	%	%
Spring	**39**	27	37	28
Summer	34	**40**	33	13
Fall	12	14	14	16
Winter	15	20	16	**43**

iv) Reason for Travel

The primary reason for Albertan pleasure travel is visiting friends and relatives. Other important reasons include good weather and/or scenery and the specific attractions of the place to be visited.

TABLE 3

Reasons for Travel

	%
Visiting Friends/Relatives	27
Good Weather/Beautiful Scenery	18
Specific Attractions	18
General Reason - To Get Away, etc.	15
To Relax	13
Good Camping/Outdoor Activities	9

v) Typical Planning Period for Travelling and Sources of Information

The majority of Albertans plan two months or less prior to going on a trip.

TABLE 4

Time Spent Planning a Trip

	%	
Less Than 2 Weeks	12	56
2 - 4 Weeks	12	
1 - 2 Months	32	
3 - 4 Months	12	
5 - 6 Months	12	
7 - 8 Months	4	
9 - 12 Months	7	
Over a Year	9	

In general, Albertans rely on past experience and do not feel they require information from other sources for planning their vacation trips. Friends/relatives and travel agents are the only major sources of information, as can be seen below in Table 5.

TABLE 5

Information Sources for Planning Trips

	%
Word of Mouth from Friends/Relatives	29
Brochures	6
Provincial and Other Official Sources	6
Auto Club Planning Service	4
Social Club/Organization	2
Travel Agent	18
Past Experience/Don't Need Any	52
Other Services	4

vi) Activities Pursued on Pleasure Trips

Respondents were specifically asked whether they pursued a series of general or physical activities while on holiday. Those activities with the highest participation levels are shown in Figures 2 and 3.

FIGURE 2

Activities in Which Albertans Engage While on Holidays

	%
Visiting Friends and Relatives	85
Seeing Natural Wonders	81
Shopping in Interesting Stores	78
Dining in Better Restaurants	76
Visiting Historical Places	71
Going to the Beach	71
Sun Tanning	65
Visiting Museums and Galleries	58
Visiting the Sea Coast	57
Visiting Public Gardens	56
Visiting Amusement Parks	54

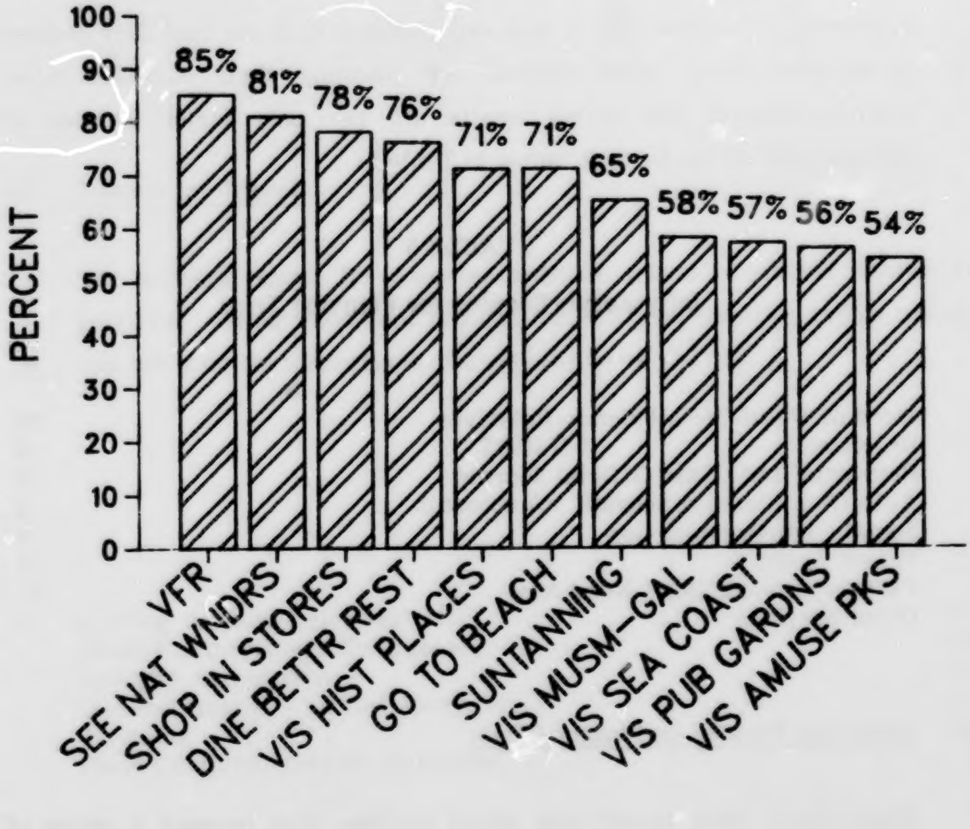
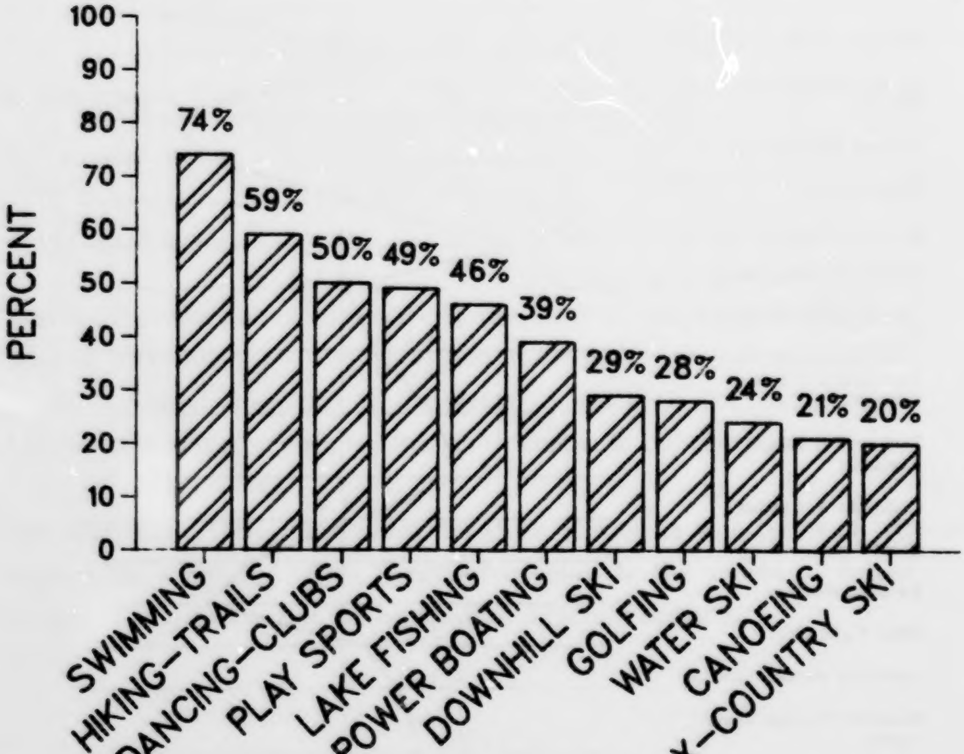


FIGURE 3

Physical Activities in Which Albertans Engage While on Holidays

	%
Swimming	74
Hiking or Following Nature Trails	59
Dancing/Visiting Night Clubs	50
Playing Favorite Sports	49
Lake/Stream Fishing	46
Power Boating	39
Downhill Skiing	29
Golfing	28
Water Skiing	24
Canoeing	21
Cross-Country Skiing	20

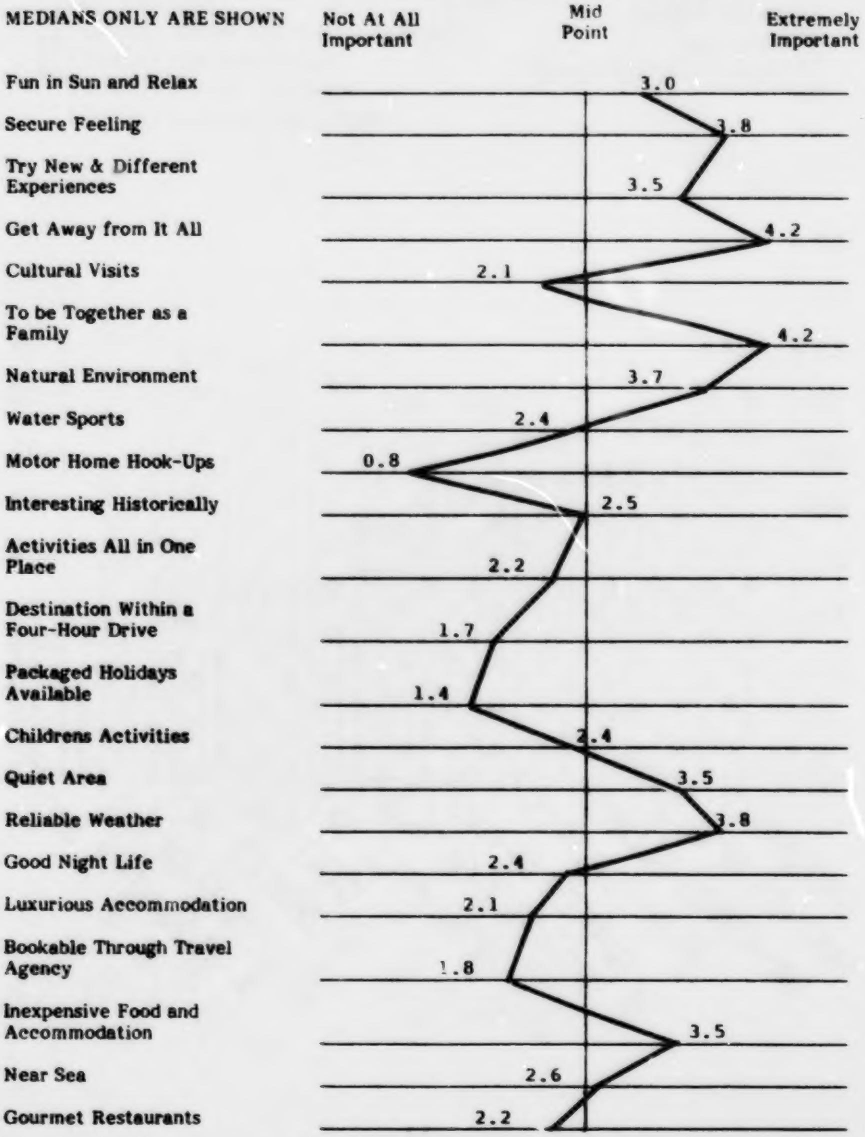


vii) Importance of Various Factors to Albertans When Taking a Trip

The most important features to Albertans taking holidays are: to get away from it all, to be together as a family, to travel to places where they feel secure and to have reliable weather. These and other important factors are shown to the right of Figure 4 while factors of less importance appear to the left of the central line.

FIGURE 4

Importance of Various Features to Albertans



NOTE: Respondents were asked to rate each feature on a scale of 1 to 5, one meant not at all important up to five which meant extremely important. The median is the middle point where 50% of respondents rate the feature more important and 50% less important. It represents the view of the "average" Albertan.

viii) Geographic Profiles of Albertans

For the purposes of this study, Alberta was divided into six areas, as shown in the map in Section III Research Methodology.

An analysis of the trips made in the past year by residents of each area is shown below.

TABLE 6

Albertans Trip Patterns in Past Year

	North West	North East	Edmonton	Central	Calgary	South	Total Albertans
	%	%	%	%	%	%	%
% Made At Least One Trip	91	82	84	80	84	86	84
% Travelled in Alberta	**72**	60	**69**	57	54	61	62
% Travelled Out of Alberta	56	52	**65**	**65**	**71**	**71**	65
% Travelled in B.C.	**33**	16	**31**	17	**34**	19	28

A greater proportion of residents of the Central and southern areas of Alberta travelled out of their province in the past year than those in the North. Around one-third of residents in each of the North West, Edmonton, and Calgary visited British Columbia in the last year.

The other key difference between the areas of Alberta is in terms of trip lengths for a holiday. This is reflected below in the choice of British Columbia as a destination for holidays of different lengths.

TABLE 7

Choice of British Columbia as a Destination for Different Length Trips

	North West	North East	Edmonton	Central	Calgary	South
	%	%	%	%	%	%
3 Day Trip	20	13	17	**23**	**30**	**28**
7 Day Trip	**45**	**43**	**45**	33	42	35
14+ Day Trip	**25**	**21**	**21**	18	15	12

NOTE: The figures above are the percentages of Albertans from each area who would choose British Columbia as a potential destination for trips of each length.

ix) Psychographic Profiles of Albertans

Responses to the survey were analyzed in order to cluster respondents into groups which display similar attitudes and life styles and enjoy similar types of vacations. Albertan residents fall into six distinct groups:

		% of Albertans
1.	Family Educational Travellers	19
2.	Groupies	15
3.	Young Adventurists	18
4.	Grandma and Grandpa On the Go	7
5.	Young Family Travellers	23
6.	Independent Sun and City Seekers	18

A brief description of the main characteristics of these groups is shown below, together with the types of activities they particularly enjoy while on holiday.

1. Family Educational Travellers

WHO THEY ARE

- Particularly from Edmonton and Southern Alberta.
- Median age 38.
- Married, 70% have children.
- Below average income.

ACTIVITIES ENJOYED

- Cultural activities.
- Visiting museums/galleries.
- Visiting historic places.
- Visiting gardens.

2. Groupies

WHO THEY ARE

- Particularly from Edmonton and Calgary.
- Median age 27.
- Equal number of singles and marrieds.
- Clerical occupations.
- Average income.

ACTIVITIES ENJOYED

- Going to the beach/sun tanning.
- Dining in better restaurants.
- Shopping in interesting stores.
- Dancing/visiting night clubs.

3. Young Adventurists

WHO THEY ARE

- Particularly from Calgary.
- Median age 23.
- Single.
- Blue collar or student.
- Average income.

ACTIVITIES ENJOYED

- Swimming.
- Power boating.
- Downhill skiing.
- Dancing.
- Sun tanning.

4. Grandma and Grandpa On the Go

WHO THEY ARE

- Particularly from Southern Alberta.
- Median age 56.
- Married or widowed.
- Retired
- Lowest income.

ACTIVITIES ENJOYED

- Visiting friends/relatives.
- Seeing natural wonders.
- Visiting museums/galleries.

5. Young Family Travellers

WHO THEY ARE

- Particularly from Central Alberta.
- Median age 32.
- Married with young children.
- Blue collar or housewives.
- Average income.

ACTIVITIES ENJOYED

- Visiting friends/relatives.
- Lake/stream fishing.
- Hiking and following nature trails.

6. Independent Sun and City Seekers

WHO THEY ARE

- Particularly from Edmonton and Calgary.
- Median age 39.
- Married.
- Professional/white collar.
- High incidence university degree.
- Highest income.

ACTIVITIES ENJOYED

- Visiting friends/relatives.
- Dining in better restaurants.
- Going to theatres/plays.
- Golfing.

BRITISH COLUMBIA AS A VACATION DESTINATION FOR ALBERTANS

i) Market Size

Only 10 percent of Albertans have never visited B.C. for a pleasure trip, the remaining 90 percent have taken pleasure trips in the past and the period when they last visited is shown overleaf in Table 8.

TABLE 8

When Last Visited B.C.

	Total Albertans %	Number of Albertans
Have ever visited B.C.	90	2,113,000
Last Visited B.C. in Past 2 Years	67	1,573,000
Last Visited B.C. 3-5 Years Ago	17	399,000
Last Visited B.C. More Than 5 Years Ago	6	141,000

Eighty-four percent of Albertans, a total of 1,972,000 people, have travelled to B.C. in the last 5 years. Many of these people have visited for more than one trip, as can be seen below.

ii) Frequency of Travel to B.C.

Table 9 shows the number of times Albertans have visited B.C. in the past 5 years. In the past 5 years Albertans have made an average of nearly 1.8 million person trips to B.C. per year.

TABLE 9

Number of Trips to B.C. in Past 5 Years

Total Albertans	No. of Person Trips in 5 Year Period
17% had taken 0 trips	0
14% had taken 1 trip	329,000
15% had taken 2 trips	704,000
15% had taken 3 trips	1,057,000
9% had taken 4 trips	845,000
9% had taken 5 trips	1,057,000
10% had taken 6-10 trips (approx. average 8)	1,878,000
11% had taken over 10 trips (approx. average 12)	3,099,000
Total Number of Person Trips in 5 Years	8,969,000
Average Number of Person Trips per Year	1,794,000

iii) Destinations Visited in B.C.

Albertans were asked where they visited on their last trip to B.C. The Okanagan is the most popular destination amongst Albertans, followed closely by Vancouver and the Lower Mainland, and Vancouver Island.

TABLE 10

Places in B.C. Visited on Last Trip to B.C.

	%
The Okanagan/Shuswap/Similkameen	39
Vancouver/Lower Mainland/South Western B.C.	34
Victoria	18
Vancouver Island (excluding Victoria)	13
B.C. Rockies	10
Kootenay Country	8
Thompson/High Country	4
North by North West	4

iv) Seasonality

The majority of Albertans trips to B.C. are in the summer months. Destinations within B.C. vary according to season, as can be seen below in Table 11.

TABLE 11

Places in B.C. Visited by Season

	Spring %	Summer %	Fall %	Winter %
Vancouver/Lower Mainland/S.W. B.C.	**45**	27	**47**	30
The Okanagan/Shuswap/Similkameen	21	**52**	29	30
Victoria	23	16	21	13
Vancouver Island (excluding Victoria)	17	11	10	14
B.C. Rockies	10	10	8	14
Kootenay Country	9	6	10	14
Thompson/High Country	3	4	8	2
North by North West	6	4	1	-
Cariboo/Chilcotin	2	1	1	-
Peace River	1	-	1	2

Vancouver is particularly important as a destination in the spring and fall periods, but in the summer the Okanagan is the most visited destination in B.C.

v) Reasons for Travelling to B.C.

Visiting friends and relatives is only one reason for Albertans visiting B.C.; more Albertans visit B.C. for general vacation reasons than to visit friends and relatives.

TABLE 12

Main Purpose of Last Pleasure Trip to B.C.

	%
To visit friends or relatives.	18
To visit friends or relatives and to take a vacation.	39
To take a vacation.	43

vi) Mode of Transport When Travelling to B.C.

The majority of Albertans use rubber tire transport when visiting B.C., as can be seen below in Table 13.

TABLE 13

Mode of Transport

	Trips to British Columbia %
Car/Truck	75
Motor Home/Trailer/Camper	8
Plane	11
Bus	5
Train	1

vii) Typical Planning Period for Travelling to B.C. and Sources of Information Used

Trips to British Columbia are generally planned in 2 months or less before departure. This planning period is less than the average for all trips by Albertans.

TABLE 14

Time Spent Planning a Trip

	All Trips		Trips to British Columbia	
	%		%	
Less Than 2 Weeks	12	56	15	63
2 - 4 Weeks	12		12	
1 - 2 Months	32		36	
3 - 4 Months	12		13	
5 - 6 Months	12		8	
7 - 8 Months	4		2	
9 - 12 Months	7		8	
Over a Year	9		6	

Few Albertans use a travel agent or any other source of information other than word of mouth for their trips to British Columbia. A comparison of British Columbian trips and all trips is shown below in Table 15.

TABLE 15

Information Sources for Planning a Trip

	All Trips	Trips to British Columbia
	%	%
Past Experience/Don't Need Any	52	60
Word of Mouth from Friends/Relatives	29	32
Travel Agent	18	8
Brochures	6	8
Provincial and Other Official Sources	6	7
Auto Club Planning Service	4	5
Social Club/Organization	2	-
Other Services	4	2

viii) Strongest Attractions of B.C. as a Vacation Destination

The natural aspects of B.C. are those which Albertans find particularly appealing. The beautiful scenery and the good weather are the major attractions to those who have travelled to B.C., but it is interesting to note that those Albertans who have not recently travelled to B.C. mention the weather as a strong attraction much less often than travellers.

TABLE 16

Strongest Attractions of B.C.

	All Albertans	Albertans Who Have Not Travelled to B.C. in Past 5 Years	Albertans Who Have Travelled to B.C. in Past 5 Years
	%	%	%
Beautiful Scenery/Countryside	38	40	37
Good Weather/Sunny	33	19	35
Beautiful Mountains	18	13	18
Ocean/Beaches	18	15	18
Have Family/Friends in B.C.	14	8	15
Fresh Fruit/Fruit Picking	11	12	10

ix) Least Attractive Aspects of B.C.

Unpredictable weather, bad roads, and the expense are the primary negatives associated with going to British Columbia on vacation, as can be seen below in Table 17.

TABLE 17

Least Attractive Aspects of B.C.

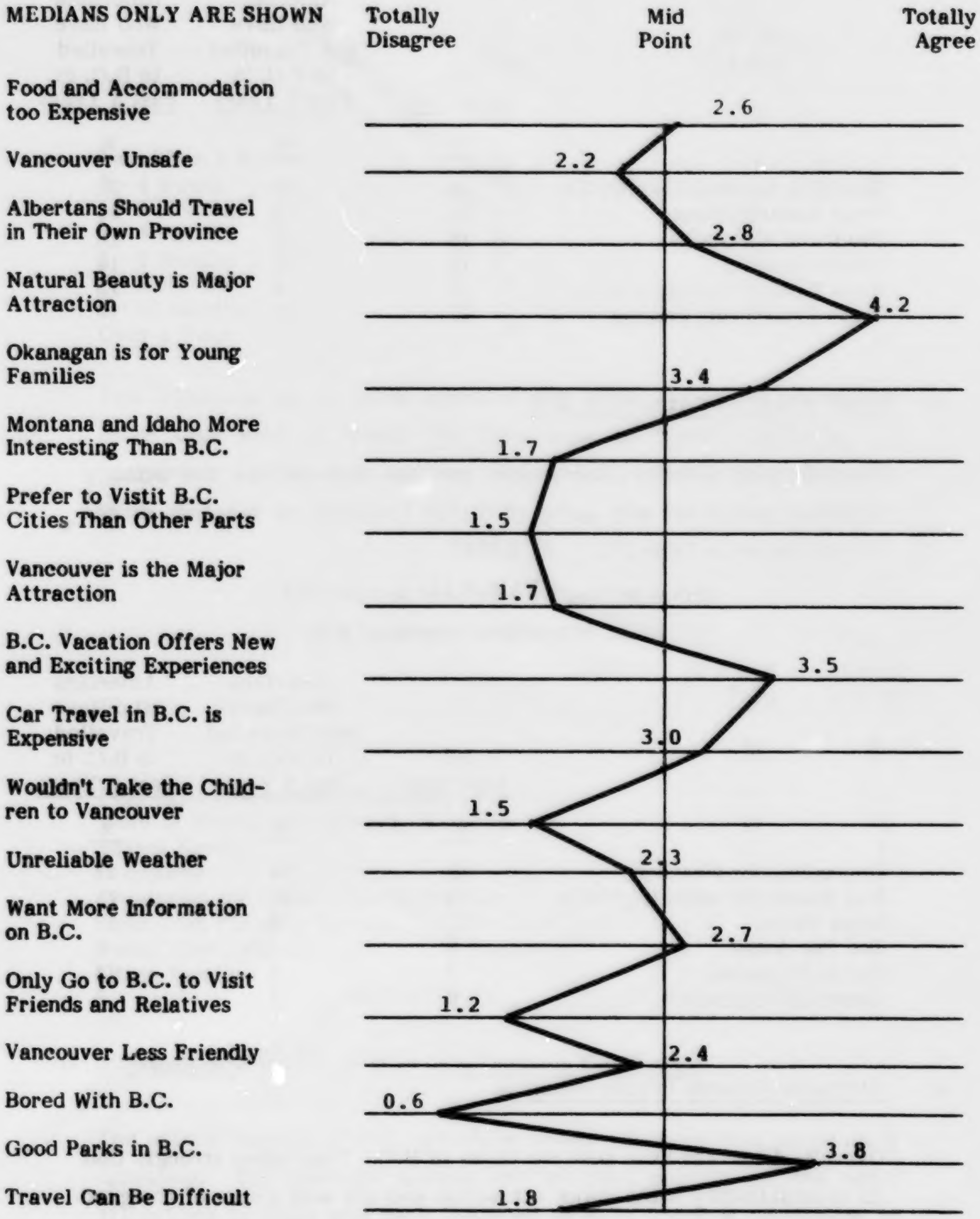
	All Albertans	Albertans Who Have Not Travelled to B.C. in Past 5 Years	Albertans Who Have Travelled to B.C. in Past 5 Years
	%	%	%
Unpredictable Weather	15	24	13
Bad Roads/Crowded Highways	15	11	15
Sales Taxes	11	5	12
Too Far Away	8	4	8
Gas is Expensive	7	3	8
Generally Expensive	6	5	6

x) Attitudes Towards British Columbia

Overall, Albertans have positive views of B.C. They agree strongly that its natural beauty is the major attraction and are well aware of the good park facilities offered. B.C. is not considered a boring place to visit; Albertans generally believe there are many new and exciting experiences to enjoy. Figure 5 shows the level of agreement expressed by Albertans with various statements concerning all aspects of travelling in B.C.

FIGURE 5

Attitudes Towards British Columbia



xi) Awareness of Current Alberta Advertising Program

Fifty-eight percent of all Albertans claim to have seen or heard some type of advertising in the last three months. The main types of advertising recalled are T.V. commercials and brochures.

TABLE 18

Awareness of Advertising

	%
Seen or Heard Advertising	58
Not Seen or Heard Advertising	42
Type of Advertising Recalled	
T.V. Commercial	64
Brochure	21
Magazine Article	19
Newspaper Article	15
Radio	8
Other	5

When Albertans were asked specifically about the Ministry of Tourism's travel guide brochure, 25 percent recalled receiving it. The brochure was distributed via the Edmonton Journal and the Calgary Herald during mid May 1985.

BRITISH COLUMBIA AS A FUTURE DESTINATION FOR ALBERTANS

i) Likelihood of Visiting in Future

Three-quarters of Albertans suggest that they are likely to visit British Columbia in the next year or so. The reasons for not planning to visit do not reflect any disinterest in British Columbia, but rather a lack of ability to travel anywhere in the near future.

TABLE 19

Likelihood of Visiting B.C. in Next Year or So

	Total Albertans		Reasons for Not Being Likely
	%		%
Very Likely	42	Too Expensive/Can't Afford	22
Quite Likely	31	Have Made Plans to Visit Elsewhere	21
Not Very Likely	19	Hard to Travel/Too Old/Have Children	13
Not At All Likely	7	Working/Won't Get Holidays	11

The psychographic clustering of Albertans shows indications that the groups most likely to travel to British Columbia in the near future are Group 3: The Young Adventurists, Group 2: Groupies, and Group 6: Independent Sun and City Seekers.

ii) Influence of Expo

One-third of all Albertans claimed to be very or quite likely to visit Expo, as can be seen below in Table 20.

TABLE 20

Likelihood of Visiting Expo

	Total Albertans	
	%	
Very Likely	16	33
Quite Likely	17	
Not Very Likely	30	
Not At All Likely	31	
Don't Know	7	

The average length of expected stay in Vancouver during Expo '86 is 6 days, and, those that are likely to come, were evenly divided on whether they would be staying with friends/relatives or in a motel/hotel.

Most of those expecting to come for Expo are planning to visit other areas of B.C. at the same time, so the benefit of Expo should be felt in other areas as well as Vancouver.

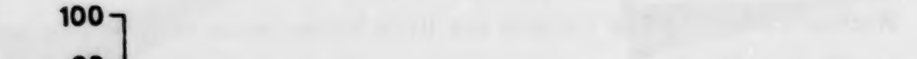
There are indications that the groups of Albertans most likely to visit Expo are Group 2: Groupies and Group 6: Independent Sun and City Seekers. Albertans from the North West, Edmonton, and Calgary appear to be more likely to visit than residents of other areas.

iii) Appeal of Particular Areas of British Columbia

The different areas of B.C. have varying appeal to Albertans. The Okanagan is seen as being the most appealing area, while the Cariboo has the least appeal, as shown in Figure 6. Interestingly, Vancouver is not as much a major attraction to most Albertans as might have been anticipated.

FIGURE 6

Appeal of Particular Areas of B.C.



NOTE: The figures shown above are the percentages of Albertans who rated each area as having either great appeal or some appeal.

The main reasons for finding each of the areas appealing or unappealing are shown below.

TABLE 21

Main Reason for Finding Areas of B.C. Appealing or Unappealing

	Reasons for Being Appealing	%	Reasons for Being Unappealing	%
1. The Okanagan	Good/Sunny Weather	38	Too Hot	33
	Lovely Lakes	22		
	Orchards/Fruit	29		
2. Victoria	Exciting/Nice City	30	Dislike City Atmosphere	21
	Lovely Gardens	14	Lack of Things to Do	19
3. Rest of Vancouver Island	Beautiful Scenery	41	Not Interested	25
	Beaches/Ocean	21		
4. Panorama, Radium, and Kootenays	Hot Springs/Pools	39	Too Isolated	19
	Beautiful Scenery	37	Too Far to Go	10
5. Vancouver	Exciting/Nice City	31	Too Large/Crowded	49
	Beaches/Ocean	24	Dislike City Atmosphere	31
6. Northern B.C.	Beautiful Scenery	39	Too Isolated	26
	Nature/Wilderness	28	Know Little About	25
	Fishing	20	Too Far to Go	20
7. The Cariboo	Beautiful Scenery	41	Know Little About	36
	Nature/Wilderness	20	Too Isolated	20
			Too Far to Go	18

Northern B.C. and The Cariboo are little known areas to Albertans and would benefit from extra emphasis. Cluster Group 3, the Young Adventurists, find these areas more appealing than do other groups, so promoting particular sporting activities in these areas could interest this segment.

iv) Specific Activities With Development Potential

A quarter of Albertans downhill skied last year and a similar proportion cross-country skied. In total, 56 percent of Albertans have downhill skied at some time and 44 percent have cross-country skied. Clearly, these are sizeable proportions of the total Albertan population which could be attracted with specific ski packages.

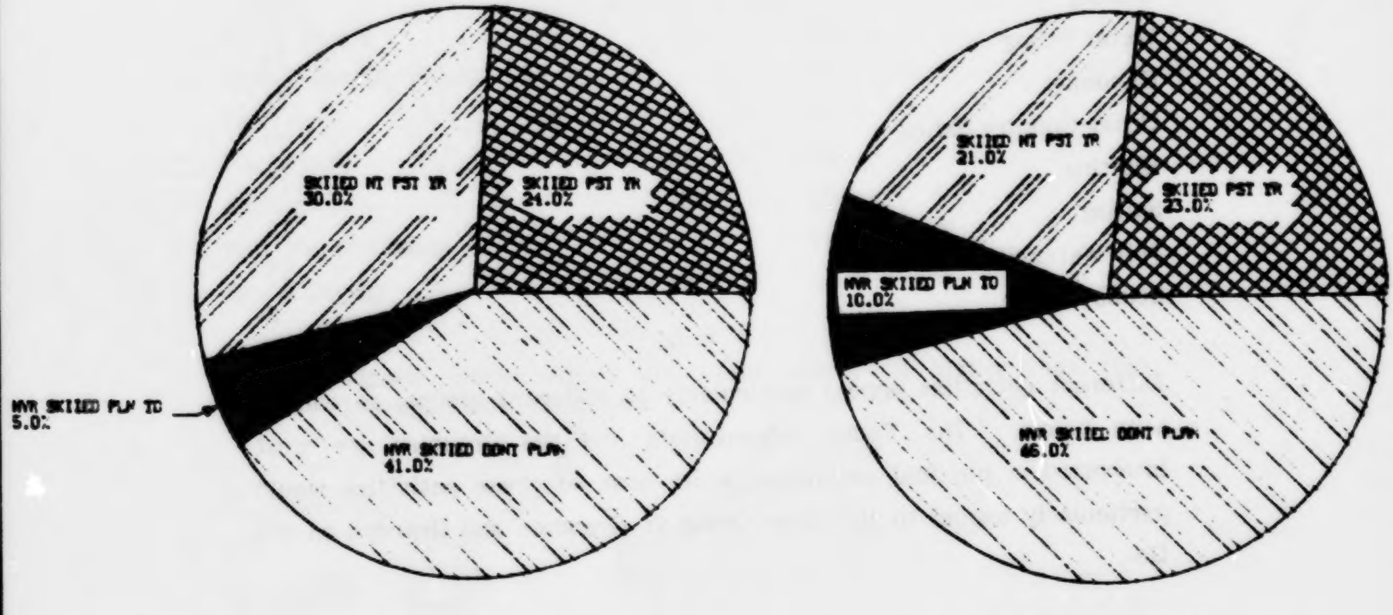
FIGURE 7

Albertans' Skiing Profile

(B.C. figures in ( ) for comparison)*

	Downhill Skiing		Cross-Country Skiing	
Have skied in past year.	24%	(26)	23%	(20)
Have skied, not in past year.	30%	(27)	21%	(23)
Never skied, plan to in future.	5%	(6)	10%	(12)
Never skied, don't plan to.	41%	(42)	46%	(45)

* B.C. figures were obtained from "The B.C. Resident Travel Attitude and Motivation Study".



DOWNHILL X-COUNTRY

The following physical activities are currently being engaged in by Albertans on vacation (not necessarily in B.C.).

TABLE 22

Physical Activities Engaged In by Albertans on Vacation

	All Albertans %
Swimming	74
Hiking/Nature Trails	59
Lake/Stream Fishing	46
Power Boating	39
Downhill Skiing	29
Golfing	28
Water Skiing	24
Canoeing	21
Cross-Country Skiing	20
Hunting	17
Sailing	15
Salt Water Fishing	15
Scuba Diving	8

Different activities appeal particularly to different groups, as can be seen below. The Young Adventurists and the Groupies are most interested in physical activities, while none of these activities would particularly appeal to the older Group 4: Grandma and Grandpa on the Go.

TABLE 23

Examples of Different Activities Enjoyed

	Group 1 Family Educational Travellers	Group 2 Groupies	Group 3 Young Advent-urists	Group 5 Young Family Travellers	Group 6 Independent Sun & City Seekers
	%	%	%	%	%
Swimming		84	82		
Hiking	64	64		62	
Lake/Stream Fishing				56	
Power Boating		44	52		
Downhill Skiing		39	50		
Golfing			34		38
Water Skiing		31	47		
Cross-Country Skiing	22		23		
Hunting			24		
Canoeing		24	32		
Sailing		19	23		
Salt Water Fishing			22		
Scuba Diving		14	10		11

NOTE: Figures shown above are those which are higher than the average for all Albertans.

This summary highlights the key findings for the study. A more in-depth analysis can be found in the main report entitled "The Alberta Resident Travel Attitude and Motivation Study".

V RECOMMENDATIONS

The following recommendations for marketing the Province of British Columbia to Albertans are based on the qualitative focus groups, the results of the quantitative survey and on Marktrend's past experience in Alberta and in the travel industry. The points raised are essentially intended for consideration and discussion for they were not made with the total information on the related strategies and directions of Tourism British Columbia. They are "discussion points".

1. Since the vast majority of Albertans (90%) have visited British Columbia at least once in the past five years, and 28% have visited the Province during the past year, it is not necessary to raise the awareness of British Columbia as a vacation destination. Due to this experience the Albertan tourist has quite definite attitudes towards B.C. and its various regions that should be utilized as a basis upon which marketing plans can be built.

   Consideration could be given to portraying British Columbia as a lush, green, warm Province in which many family oriented activities are available: Something for everyone.

2. There are two distinct areas of Alberta, the North and South. The residents of each have significantly different attitudes towards British Columbia. These variations are a function of demography, climate, transportation links to British Columbia, and life-style differences. Marketing plans should be developed for each area. The South relates very positively to all the major recreation areas in the Southern part of the Province, especially the Kootenays. The North does not share this feeling for their counterpart area - Northern British Columbia. The Northern Albertans relate easily to the Okanagan probably due to highway links and to their family orientation which attracts them to the Okanagan's facilities. Shorter holidays are more prevalent in the South, whereas in the North longer vacations are taken.

Vancouver is most popular with those in the South, for these people are more cosmopolitan and have more discretionary income. They are more likely to visit the Lower Mainland for non-family oriented weekend jaunts and hence they are more familiar with Vancouver and are less threatened by the "Big City".

3. Rural Albertans are more likely to have motor-homes and trailers at their disposal than the city dwellers, and hence they are less likely to use hotels and motels during their holidays. In order to increase these peoples use of other facilities, it would be necessary to introduce extra facilities such as meals brought to your motor home, clean bed linen supplied, etc.

4. British Columbia's media advertising could be designed to achieve two objectives:

    i) Reinforcement of present positive images and reduction of the negatives. B.C.'s weather is considered a major positive and should not be neglected in major promotions.

    ii) Educate Albertans to the variety of activities available throughout the various regions of the Province. Specific attractions are a major reason for visiting an area and potentially provides the area with a "character or personality" (eg. Barkerville or Fort Steele).

5. The availability of fresh fruit and vegetables in British Columbia is a major attraction for Albertans. To be able to stop at a roadside stand and pick-up products that have been grown locally is a foreign activity in the prairies.

   They may be attracted to picking the products, but this was not strongly evident from the research. Emphasis on the freshness and variety of the fruits and vegetables available throughout the Province and the different varieties available at different times of the year will receive favourable response.

Picking up fresh fruit is a family oriented activity that will be most attractive to Group One - the Family Educational Travellers, to Group Five - the Young Family Travellers, and to Group Four - Grandma and Grandpa on the Go.

6. As was stated earlier, the three-day holiday length will appeal to Southern Albertans due to their proximity to B.C. and the seven-day trip to the Northern Albertans. The Southerners will probably react to a seven-day trip if it could include another destination. They should be encouraged in this direction.

   To the Northern residents it is a major trip to visit B.C. and hence to persuade them to extend their holiday will need specific reasons to stay. Their attraction to Vancouver Island could translate into their visiting Whistler or the Gulf Islands, both of which seem to have minimal awareness in Alberta.

7. A major objective of any tourism plan is to improve the shoulder seasons. Summer is naturally the most popular time to visit British Columbia, followed by Spring, Winter, then Fall. Spring travel is quite high in Alberta, probably because their Winter restricts travel by auto, the major transportation method. Trips to B.C. in this period are quite numerous, and perhaps the number could be difficult to increase.

   Fall travel is generally weak in Alberta, to any destination, however B.C. does achieve its share. To increase B.C. travel in the Fall it would be necessary to first persuade them to take a trip and then to choose B.C. Essentially this would involve "missionary" marketing which is difficult and hence expensive and long-term. Very specific market segments would need to be targeted with attractions and events that Albertans would find very attractive and were not available in Alberta. An excellent example is the "Septober" promotion in the Okanagan that should appeal to the Independent Sun and City Seekers (Group Six) primarily and secondly to the Young Adventurists (Group Three). Packages including air, hotel, rent-a-car and event tickets could be designed for Group Six. The Young Adventurists, in all likelihood, would drive and make their own arrangements.

8. Trips taken in the winter involve the services of a travel agent more frequently than trips at other times of the year. These trips are also more likely to be taken to Vancouver by people who either do not have children or their children are older. This market could react positively to extended weekend packaged holidays that include hotel and air transportation. Multiple destinations could also be considered.

9. Since most popular vacation activities mentioned by the respondents are people oriented (swimming, visiting museums, etc.) rather than of a more solitary nature (canoeing, sailing, etc.) consideration could be given to portraying families or groups in the promotion or offering family packages in off-peak times.

10. Some consideration should be given to addressing the perception that B.C.'s highways are poor. Although they are different than those in the prairies, the B.C. road system need not be considered a major draw-back to visiting the Province. Since non-visitors are prone to hold this perception (and also that B.C.'s weather is wet and unpredictable) the message could be more specifically directed at this segment.

11. The Northern part of B.C. is less attractive to Albertans, for it is unknown, isolated, and a long distance to travel. It appeals due to its natural beauty and the wilderness aspect but the market for this area is small in Alberta. To attract a more wide-spread audience the more people-oriented features should be emphasized and the most expeditous routing that could include several of these attractions could be mapped.

12. As each area of British Columbia has a different set of appeals for different segments in the Alberta population, each Tourist Region should, in the short term, evaluate the attractions it has to offer and then determine which segment would be best served by these attractions. Their marketing plan for Alberta would evolve from the identification of these segments. In the long-term the Tourist Regions would be best served by either developing attractions for all the segments or choosing those segments that can be satisfied most thoroughly now and remaining constant in their approach. Each Tourism Region is more easily perceived in totality by Albertans (the Okanagan, Vancouver Island, etc.) than is each individual component (Kamloops, Kelowna, Armstrong, etc.), thus any promotions or communication could be coordinated and presented as representing the area.

13. The Southern Albertans, especially Calgarians, are more likely to have purchased ski-packages and have been out-of-the-province to ski. More promotion of lower priced ski packages for Northern Alberta could be considered to increase the penetration of this market.

    Cross-country skiing is very popular throughout Alberta, especially in the North. Packages featuring this sport would be appropriate for bus-tours from the smaller towns in the North West and using air-transportation from the North East and Edmonton.

14. B.C.'s Ocean Coast is a major attraction to some Albertans, but not to the majority who prefer the Okanagan. Strategically it would be preferable to attract them to the Coast for their trip would naturally be longer. The drawing power of Vancouver Island could be used as a catalyst for this, however, the reticence to visit Vancouver and area is a major hindrance. The image of Vancouver could be upgraded to increase the overall attractiveness of the South West and hence provide more widely held reasons for visiting this area.

15. The major images of B.C. to Albertans in no specific order are:

- The mountains.
- The lakes with clear warm water.
- The lush greenery, especially when comparing the two provinces.
- The warm dry weather (of the Okanagan).
- The ocean coast.
- The B.C. ferry system.

These can be used to associate B.C. to Albertans.

Geographically Albertans envisage B.C. as:

- The Okanagan, The Shuswap
- Victoria
- Vancouver Island
- Vancouver
- The Kootenays

Alberta Resident Travel Study

Province of British Columbia
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THE ALBERTA RESIDENT TRAVEL ATTITUDE AND MOTIVATION STUDY

Prepared by
Marktrend Marketing Research Inc.
for
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Province of British Columbia
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PREFACE

This study was commissioned by the Ministry of Tourism and is published to assist the public and private sectors throughout the Province in tourism development and marketing related activities.

The report is the sole responsibility of the consultant and does not necessarily reflect the opinions of the Provincial Government which funded the study.

THE ALBERTA RESIDENT TRAVEL
ATTITUDE AND MOTIVATION
STUDY

TABLE OF CONTENTS

Page

I INTRODUCTION 1

II RESEARCH OBJECTIVES 2

III RESEARCH METHODOLOGY 4

IV EXECUTIVE SUMMARY 9

V TELEPHONE SURVEY RESULTS 33

- i) Past Trips 34
- ii) Future Trips 44
- iii) Activities 69
- iv) Factors Influencing Trips 85
- v) B.C. Specifically 92
- vi) Demographics 142
- vii) Cluster Analysis 148

VI FOCUS GROUP ANALYSIS 202

VII BACKGROUND DATA 212

VIII RECOMMENDATIONS 217

APPENDIX: Copy of the Telephone Interview Questionnaire

THE ALBERTA RESIDENT TRAVEL ATTITUDE AND MOTIVATION STUDY

I INTRODUCTION

In the Spring of 1985 Tourism British Columbia commissioned Marktrend Marketing Research to conduct an extensive study of Albertan resident travel behaviour. The Alberta tourist market represents British Columbia's single largest non-resident source of visitors. The study's overall objective was to assist Tourism B.C. in refining its marketing approach to this valued source of visitors.

Two stages of primary research were employed in meeting this objective. The first stage consisted of five focus groups conducted in separate communities representing the different regional areas of Alberta. The focus group results provided qualitative data necessary for the design and implementation of the quantitative stage of research.

The second research stage consisted of 656 in-depth telephone interviews with randomly selected adult Albertans living throughout the province. While relevant secondary data was reviewed, the majority of the study's findings are derived from the quantitative information provided by this telephone survey.

A description of the study's objectives and methodology is included in this report prior to an Executive Summary and the recommendations arising from the study. This is followed by an in-depth analysis of the primary data produced by the focus groups and telephone survey. Secondary data is reviewed in the final section of the report. A copy of the telephone interview questionnaire may be found in the appendix.

II RESEARCH OBJECTIVES

The overall study objective was to assist Tourism B.C. in refining its marketing approach to the Alberta market. The Alberta market for tourism to British Columbia was assumed to be composed of many diverse populations or market segments which correspond broadly to the various urban and rural regions of the province. Therefore, an implicit key objective of the research was to test for and identify these potential regional differences as they relate to British Columbia travel.

The explicit research objectives, as outlined by Tourism British Columbia, were as follows:

1. Determine the motivations for travel and destination selection by Alberta residents.
    - a) why they travel;
    - b) where they travel;
    - c) when they travel;
    - d) what they do on vacation;
    - e) extent of second home (cottage) or real estate ownership and how it affects travel to British Columbia; and
    - f) the effect Expo 86 will have on travel to British Columbia.
2. Identify the attitudes of Albertans to:
    - a) travel in general; and
    - b) travelling in British Columbia.
3. Determine what the Albertan residents want in a vacation.

4. Determine the existing penetration into the Alberta market and potential of British Columbia as a destination for Alberta residents.

5. Obtain additional information on the Alberta market with respect to:

    a) travel market segments;

        i) travel market segments which have a high growth potential and low growth potential, and

        ii) identify specific activities and interests which have development potential, eg. skiing, scuba diving

    b) travel experience;

        i) travel patterns,

        ii) frequency of travel, and

        iii) acceptability of package tours; and

    c) competing market destinations and their attraction.

6. Assess the current Alberta advertising program undertaken by the Ministry of Tourism in terms of awareness and motivation to travel to British Columbia.

7. Provide information about the Alberta travel market that will facilitate the formulation or adaptation of future marketing strategies.

III RESEARCH METHODOLOGY

a) Focus Groups

Focus groups were conducted in five Albertan communities prior to the telephone survey. The purpose of the focus groups was to provide qualitative information required for development of the most appropriate and efficient telephone interview questionnaire. Important perceived B.C. travel issues were identified by representative Albertans in their own words. This allowed the study team to develop an appropriately phrased telephone questionnaire. In addition, the focus groups allowed a qualitative evaluation of Tourism B.C.'s ongoing Albertan advertising program. Alberta was divided into six urban and rural geographical regions for the study. Five communities were selected for focus groups to represent these regions. They were:

Community	Region	Type of Region
Grande Prairie	**North West** North of Highway 16 West, West of Highway 2 North	Predominantly Rural
	North East East of Highway 2 North, North of Highway 14 East	Predominantly Rural
Edmonton	**Edmonton** Including St. Albert, Stoney Plain, Spruce Grove, Sherwood Park, Leduc	Predominantly Urban
Stettler	**Central** South of Highway 16 West and 14 East to Trans-Canada Highway, Not Including Airdrie	Predominantly Rural
Calgary	**Calgary** Including Airdrie, Bowness, Okatoks, Midnapore	Predominantly Urban
Medicine Hat	**Southern Alberta** Including All Regions South of the Trans-Canada Highway	Predominantly Rural

Grande Prairie represented both the North West and North East study regions as prior marketing research studies have indicated that these two rural areas are relatively homogeneous in resident values and behaviour.

Twelve area residents were recruited for each group with an average of ten attending.

To participate in the focus group the following qualifications and quotas were set:

- 25-60 yeas of age.
- Male or female head of household.
- Have travelled out of Alberta for pleasure within the past year using any travel mode (auto, camper, plane, bus, and perhaps train will all be represented).
- Attempt to have three or four individuals in the group who have travelled to B.C. in the past year.
- Have lived in Alberta for one year or more.
- Do not work for a travel related company or a marketing research or marketing company.
- Have not attended a focus group for a travel related topic during the past year, and on any topic during the past six months.

b) Telephone Survey

A sample of 656 randomly selected Alberta residents was collected. The sample size allows for generalization of the results within ±4.0% at a 95 percent confidence level (the accepted scientific standard meaning that the survey results will be accurate within ±4.0% 95 times out of a 100).

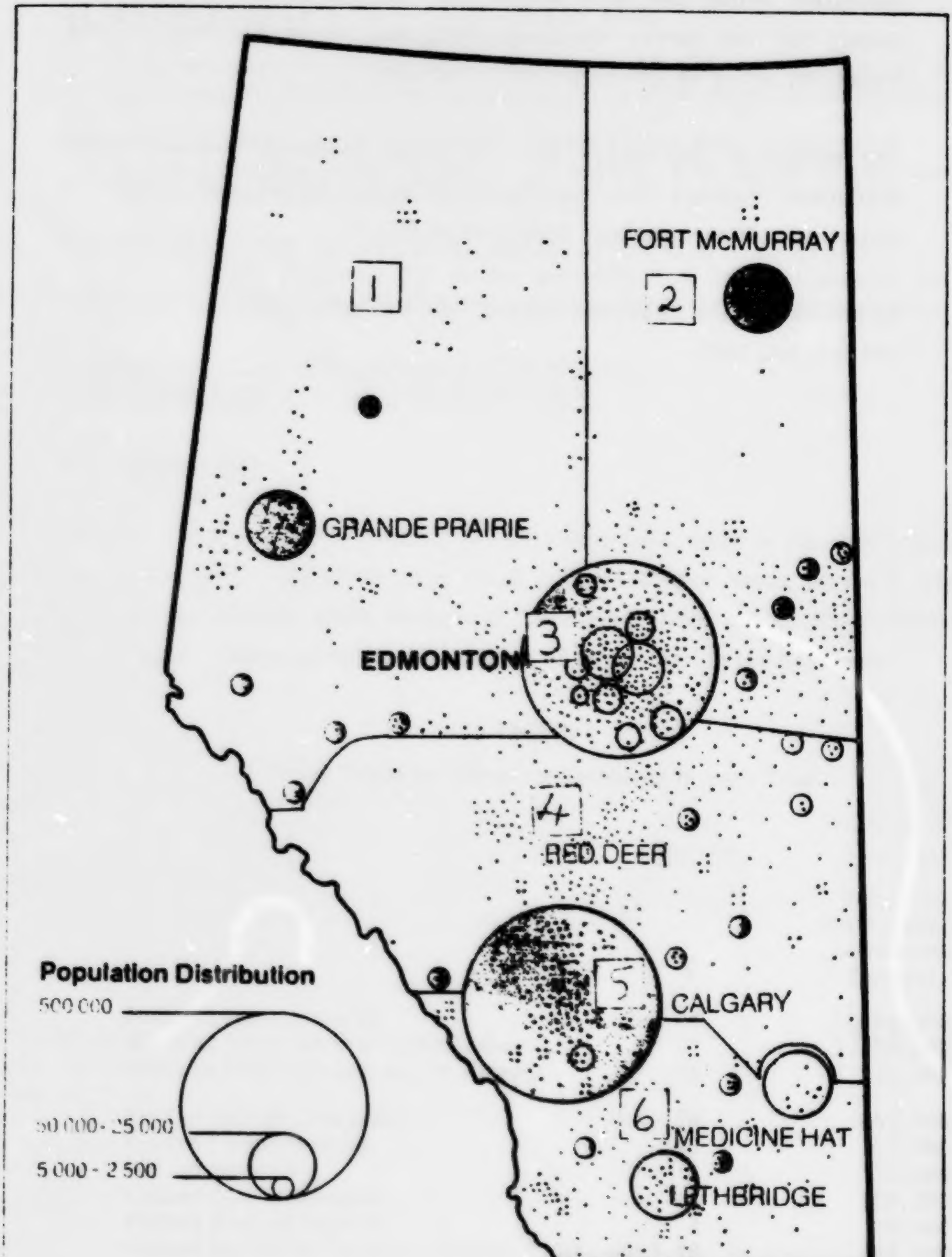
The sample was geographically stratified across the six study regions within Alberta. The stratified sample reflected both regional population size and minimum sample size requirements to give useful analysis. The sample size and potential sample error were as follows:

Number	Region	Sample Size	Sample Error (See Note)
1	**North West** North of Highway 16 West, West of Highway 2 North	75	±12.0%
2	**North East** East of Highway 2 North, North of Highway 14 East	77	±12.0%
3	**Edmonton** Including St. Albert, Stoney Plain, Spruce Grove, Sherwood Park, Leduc	151	±8.2%
4	**Central** South of Highway 16 West and 14 East to Trans-Canada Highway, Not Including Airdrie	99	±10.0%
5	**Calgary** Including Airdrie, Bowness, Okatoks, Midnapore	161	±8.0%
6	**Southern Alberta** Including All Regions South of the Trans-Canada Highway	93	±10.3%
	TOTAL SAMPLE	656	±4.0%

NOTE: Assuming the 95% confidence level, the above sub-samples and total sample provide results that are within the error factors noted within each region. The error calculation is based on a 50% / 50% response to any bi-partite question. This is the highest level of error that can be expected from these sample sizes.

The following map indicates the specific allocation of cities to various zones.

ALBERTA - ESTIMATED POPULATION DENSITIES


1
2
FORT McMURRAY
GRANDE PRAIRIE
3
EDMONTON
4
RED DEER
5
CALGARY
6
MEDICINE HAT
LETHBRIDGE
Population Distribution
500 000
50 000 - 25 000
5 000 - 2 500

Quotas were set for gender and age so as to reflect the norms of the population within the total sample and subsequent sub-samples. To qualify for the survey the respondent had to be the head of the household, acting as spokesperson for this unit.

The results of the survey were computer analyzed, in-house, using Statistical Package for the Social Sciences (SPSS) and BMDP, a statistical software package developed at UCLA.

Fieldwork for the telephone survey was conducted between June 20th and July 1st, 1985.

IV EXECUTIVE SUMMARY

The main findings from the telephone survey are reported in this section. A full detailed analysis can be found in Section V: Telephone Survey Results. They are divided into three parts:

ALBERTAN RESIDENTS TRAVEL PATTERNS AND ATTITUDES TOWARDS TRAVEL IN GENERAL
- This part describes the results pertaining to Albertan travel generally and only mentions British Columbia in relation to other potential destinations.

BRITISH COLUMBIA AS A VACATION DESTINATION FOR ALBERTANS
- British Columbia is highlighted in this section, with details of past visits and attitudes towards the Province.

BRITISH COLUMBIA AS A FUTURE DESTINATION FOR ALBERTANS
- This section considers the future generally for British Columbia as a vacation destination and also looks at areas for particular development.

ALBERTAN RESIDENTS TRAVEL PATTERNS AND ATTITUDES TOWARDS TRAVEL IN GENERAL

i) Market Size

In the last year 84 percent of Albertans have made a pleasure trip of some sort. Sixty-two percent of Albertans have made pleasure trips within Alberta while 65 percent have made trips out of the province. Table 1 below shows the destination of trips taken in the past year.

TABLE 1

Trips Taken by Albertan Residents in Past Year

	Total Albertans %	Number of Albertans (based on Stats Canada population figures)
Made at least one trip.	84	1,972,000
Made at least one trip within Alberta.	62	1,456,000
Made at least one trip out of Alberta.	65	1,526,000
Visited British Columbia.	28	657,000
Visited Saskatchewan.	15	352,000
Visited Manitoba.	3	70,000
Visited Ontario/Quebec.	8	188,000
Visited Rest of Canada.	3	70,000
Visited Sun Spots (Hawaii, Mexico, Calif., etc.)	18	423,000
Visited U.S.A.	10	235,000
Visited Other Countries	8	188,000

NOTE: This table is based on all Albertans interviewed. They were asked to recall trips they had taken during the 12 months prior to being interviewed (ie. a period from June '84 to June '85).

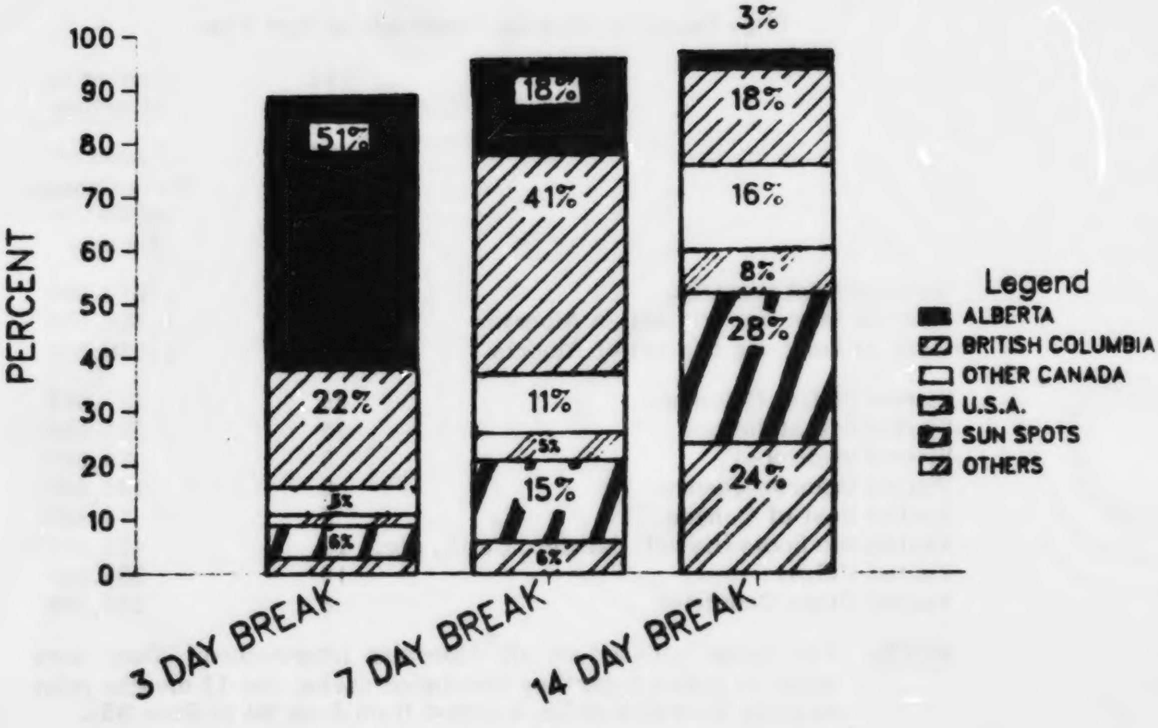
ii) Length of Stay

The average length of a trip within Alberta is 3-4 nights while for trips outside the province the average length per trip is 10-11 nights. The destination for a vacation is naturally influenced by the time period available. Figure 1 summarizes typical destinations and clearly shows the importance of British Columbia as a destination for 7 day breaks.

FIGURE 1

Typical Destination Choice by Time Available

	3 Day Break	7 Day Break	14+ Day Break
	%	%	%
Alberta	51	18	3
British Columbia	22	41	18
Other Canada	5	11	16
U.S.A.	2	5	8
Sun Spots	6	15	28
Others	3	6	24
Would Stay At Home	11	4	3



iii) Seasonality

The primary months for travel within Alberta are April, May and June while for external travel the period April to August is the most popular. Summer is the strongest period for trips to British Columbia while the winter months are important for Sun Spots.

TABLE 2

Trips Taken by Season

	Trips Within Alberta	Trips to B.C.	Trips to Other Canadian Destinations	Trips to Sun Spots
	%	%	%	%
Spring	**39**	27	37	28
Summer	34	**40**	33	13
Fall	12	14	14	16
Winter	15	20	16	**43**

iv) Reason for Travel

The primary reason for Albertan pleasure travel is visiting friends and relatives. Other important reasons include good weather and/or scenery and the specific attractions of the place to be visited.

TABLE 3

Reasons for Travel

	%
Visiting Friends/Relatives	27
Good Weather/Beautiful Scenery	18
Specific Attractions	18
General Reason - To Get Away, etc.	15
To Relax	13
Good Camping/Outdoor Activities	9

v) Typical Planning Period for Travelling and Sources of Information

The majority of Albertans plan two months or less prior to going on a trip.

TABLE 4

Time Spent Planning a Trip

	%	
Less Than 2 Weeks	12	56
2 - 4 Weeks	12	
1 - 2 Months	32	
3 - 4 Months	12	
5 - 6 Months	12	
7 - 8 Months	4	
9 - 12 Months	7	
Over a Year	9	

In general, Albertans rely on past experience and do not feel they require information from other sources for planning their vacation trips. Friends/relatives and travel agents are the only major sources of information, as can be seen below in Table 5.

TABLE 5

Information Sources for Planning Trips

	%
Word of Mouth from Friends/Relatives	29
Brochures	6
Provincial and Other Official Sources	6
Auto Club Planning Service	4
Social Club/Organization	2
Travel Agent	18
Past Experience/Don't Need Any	52
Other Services	4

vi) Activities Pursued on Pleasure Trips

Respondents were specifically asked whether they pursued a series of general or physical activities while on holiday. Those activities with the highest participation levels are shown in Figures 2 and 3.

FIGURE 2

Activities in Which Albertans Engage While on Holidays

	%
Visiting Friends and Relatives	85
Seeing Natural Wonders	81
Shopping in Interesting Stores	78
Dining in Better Restaurants	76
Visiting Historical Places	71
Going to the Beach	71
Sun Tanning	65
Visiting Museums and Galleries	58
Visiting the Sea Coast	57
Visiting Public Gardens	56
Visiting Amusement Parks	54

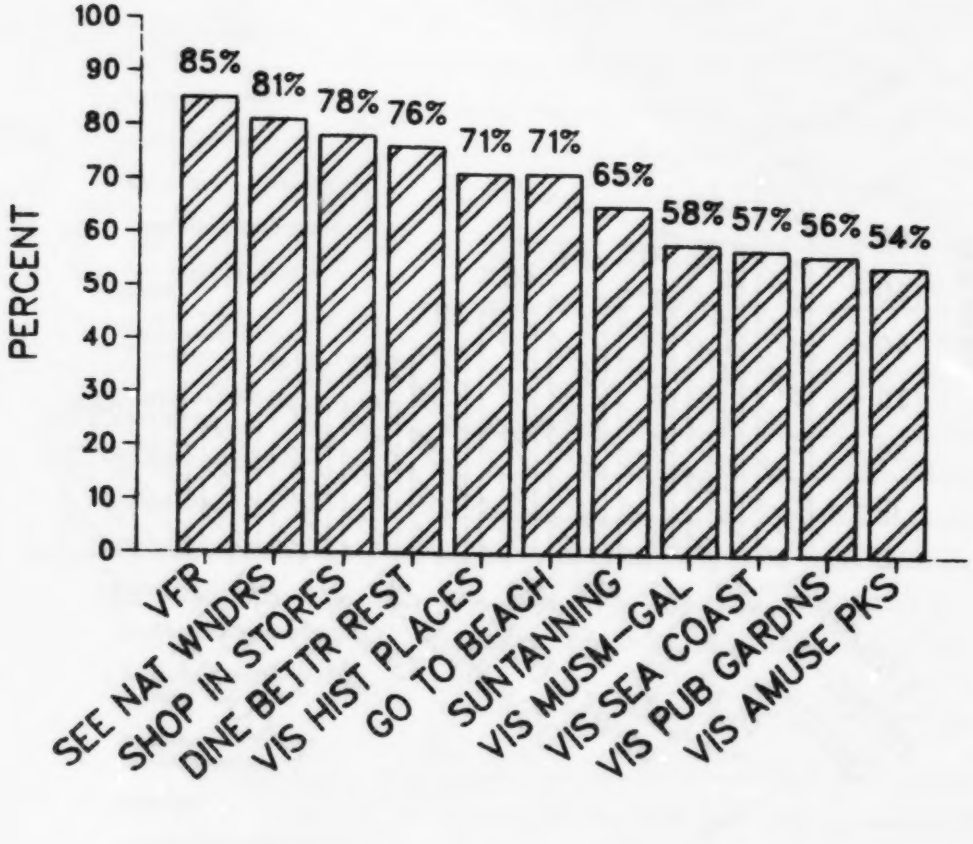
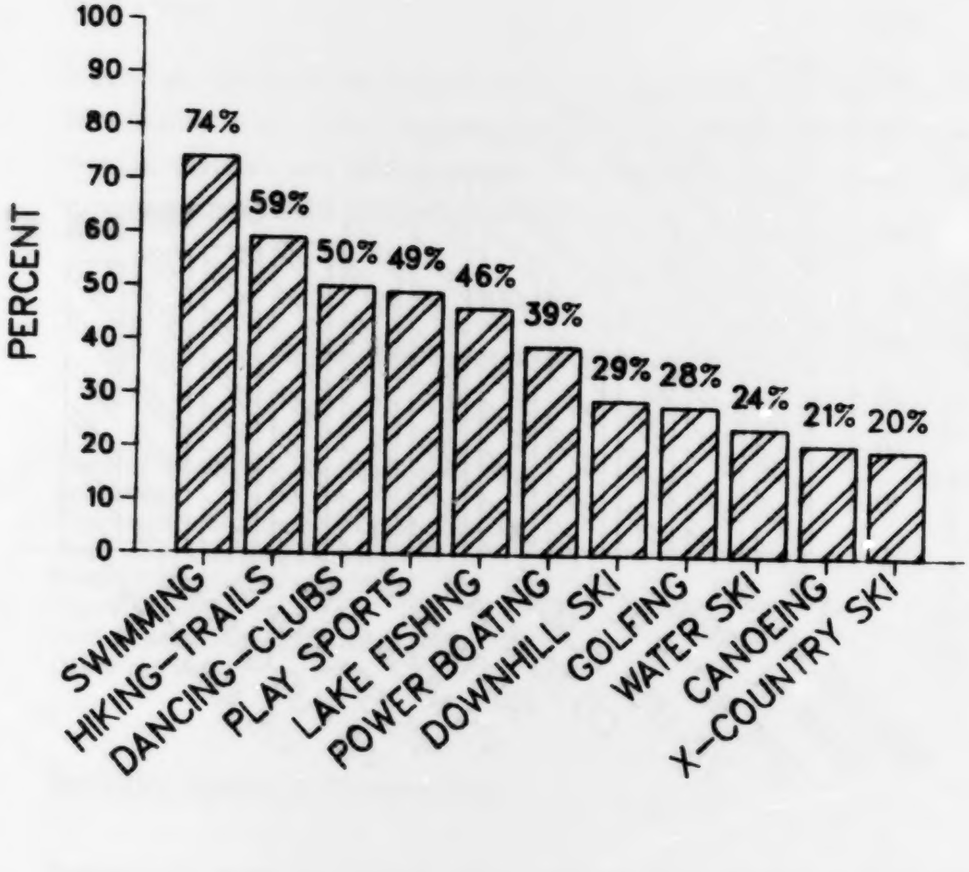


FIGURE 3

Physical Activities in Which Albertans Engage While on Holidays

	%
Swimming	74
Hiking or Following Nature Trails	59
Dancing/Visiting Night Clubs	50
Playing Favorite Sports	49
Lake/Stream Fishing	46
Power Boating	39
Downhill Skiing	29
Golfing	28
Water Skiing	24
Canoeing	21
Cross-Country Skiing	20

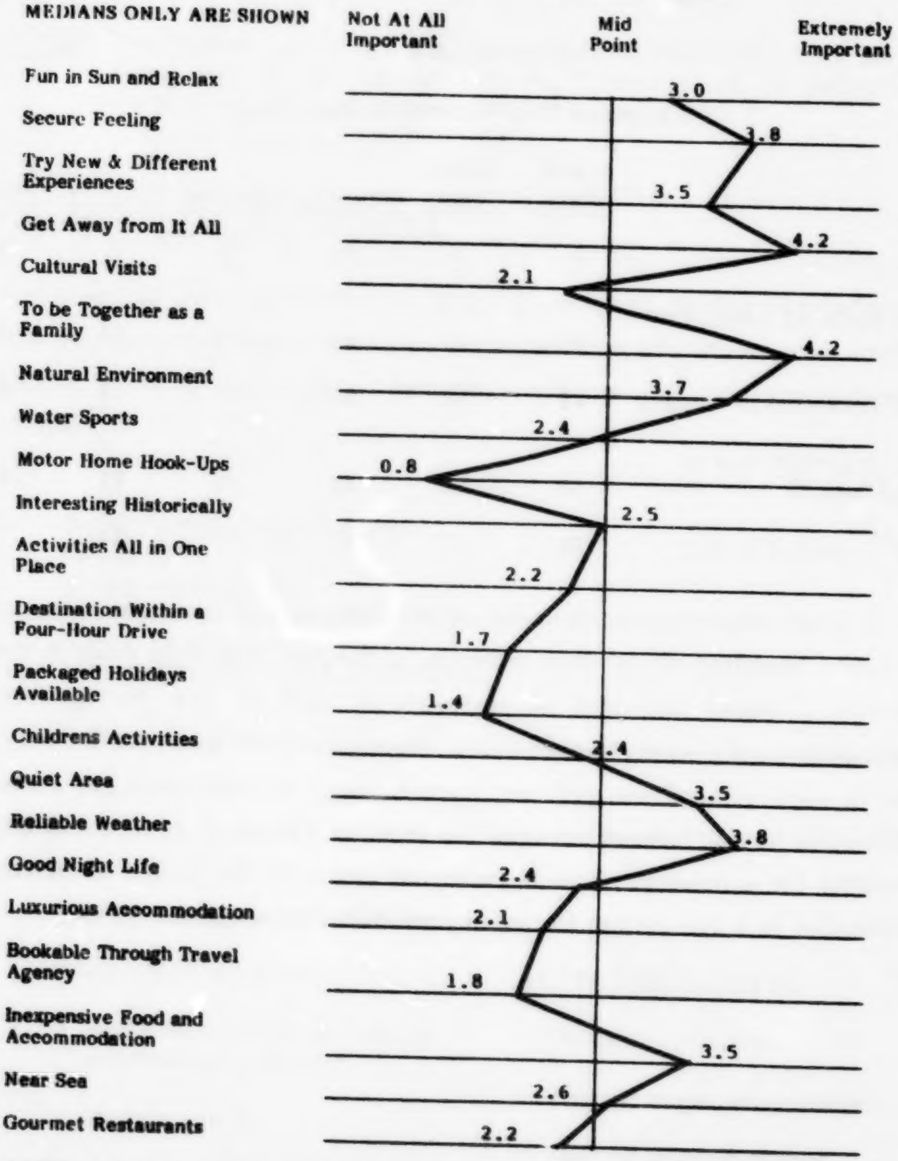


vii) Importance of Various Factors to Albertans When Taking a Trip

The most important features to Albertans taking holidays are: to get away from it all, to be together as a family, to travel to places where they feel secure and to have reliable weather. These and other important factors are shown to the right of Figure 4 while factors of less importance appear to the left of the central line.

FIGURE 4

Importance of Various Features to Albertans



NOTE: Respondents were asked to rate each feature on a scale of 1 to 5, one meant not at all important up to five which meant extremely important. The median is the middle point where 50% of respondents rate the feature more important and 50% less important. It represents the view of the "average" Albertan.

viii) Geographic Profiles of Albertans

For the purposes of this study, Alberta was divided into six areas, as shown in the map in Section III Research Methodology.

An analysis of the trips made in the past year by residents of each area is shown below.

TABLE 6

Albertans Trip Patterns in Past Year

	North West	North East	Edmonton	Central	Calgary	South	Total Albertans
	%	%	%	%	%	%	%
% Made At Least One Trip	91	82	84	80	84	86	84
% Travelled in Alberta	**72**	60	**69**	57	54	61	62
% Travelled Out of Alberta	56	52	**65**	**65**	**71**	**71**	65
% Travelled in B.C.	**33**	16	**31**	17	**34**	19	28

A greater proportion of residents of the Central and southern areas of Alberta travelled out of their province in the past year than those in the North. Around one-third of residents in each of the North West, Edmonton, and Calgary visited British Columbia in the last year.

The other key difference between the areas of Alberta is in terms of trip lengths for a holiday. This is reflected below in the choice of British Columbia as a destination for holidays of different lengths.

TABLE 7

Choice of British Columbia as a Destination for Different Length Trips

	North West	North East	Edmonton	Central	Calgary	South
	%	%	%	%	%	%
3 Day Trip	20	13	17	**23**	**30**	**28**
7 Day Trip	**45**	**43**	**45**	33	42	35
14+ Day Trip	**25**	**21**	**21**	18	15	12

NOTE: The figures above are the percentages of Albertans from each area who would choose British Columbia as a potential destination for trips of each length.

ix) Psychographic Profiles of Albertans

Responses to the survey were analyzed in order to cluster respondents into groups which display similar attitudes and life styles and enjoy similar types of vacations. Albertan residents fall into six distinct groups:

		% of Albertans
1.	Family Educational Travellers	19
2.	Groupies	15
3.	Young Adventurists	18
4.	Grandma and Grandpa On the Go	7
5.	Young Family Travellers	23
6.	Independent Sun and City Seekers	18

A brief description of the main characteristics of these groups is shown below, together with the types of activities they particularly enjoy while on holiday.

1. Family Educational Travellers

WHO THEY ARE

- Particularly from Edmonton and Southern Alberta.
- Median age 38.
- Married, 70% have children.
- Below average income.

ACTIVITIES ENJOYED

- Cultural activities.
- Visiting museums/galleries.
- Visiting historic places.
- Visiting gardens.

2. Groupies

WHO THEY ARE

- Particularly from Edmonton and Calgary.
- Median age 27.
- Equal number of singles and marrieds.
- Clerical occupations.
- Average income.

ACTIVITIES ENJOYED

- Going to the beach/sun tanning.
- Dining in better restaurants.
- Shopping in interesting stores.
- Dancing/visiting night clubs.

3. Young Adventurists

WHO THEY ARE

- Particularly from Calgary.
- Median age 23.
- Single.
- Blue collar or student.
- Average income.

ACTIVITIES ENJOYED

- Swimming.
- Power boating.
- Downhill skiing.
- Dancing.
- Sun tanning.

4. Grandma and Grandpa On the Go

WHO THEY ARE

- Particularly from Southern Alberta.
- Median age 56.
- Married or widowed.
- Retired
- Lowest income.

ACTIVITIES ENJOYED

- Visiting friends/relatives.
- Seeing natural wonders.
- Visiting museums/galleries.

5. Young Family Travellers

WHO THEY ARE

- Particularly from Central Alberta.
- Median age 32.
- Married with young children.
- Blue collar or housewives.
- Average income.

ACTIVITIES ENJOYED

- Visiting friends/relatives.
- Lake/stream fishing.
- Hiking and following nature trails.

6. Independent Sun and City Seekers

WHO THEY ARE

- Particularly from Edmonton and Calgary.
- Median age 39.
- Married.
- Professional/white collar.
- High incidence university degree.
- Highest income.

ACTIVITIES ENJOYED

- Visiting friends/relatives.
- Dining in better restaurants.
- Going to theatres/plays.
- Golfing.

BRITISH COLUMBIA AS A VACATION DESTINATION FOR ALBERTANS

i) Market Size

Only 10 percent of Albertans have never visited B.C. for a pleasure trip, the remaining 90 percent have taken pleasure trips in the past and the period when they last visited is shown overleaf in Table 8.

TABLE 8

When Last Visited B.C.

	Total Albertans %	Number of Albertans
Have ever visited B.C.	90	2,113,000
Last Visited B.C. in Past 2 Years	67	1,573,000
Last Visited B.C. 3-5 Years Ago	17	399,000
Last Visited B.C. More Than 5 Years Ago	6	141,000

Eighty-four percent of Albertans, a total of 1,972,000 people, have travelled to B.C. in the last 5 years. Many of these people have visited for more than one trip, as can be seen below.

ii) Frequency of Travel to B.C.

Table 9 shows the number of times Albertans have visited B.C. in the past 5 years. In the past 5 years Albertans have made an average of nearly 1.8 million person trips to B.C. per year.

TABLE 9

Number of Trips to B.C. in Past 5 Years

Total Albertans	No. of Person Trips in 5 Year Period
17% had taken 0 trips	0
14% had taken 1 trip	329,000
15% had taken 2 trips	704,000
15% had taken 3 trips	1,057,000
9% had taken 4 trips	845,000
9% had taken 5 trips	1,057,000
10% had taken 6-10 trips (approx. average 8)	1,878,000
11% had taken over 10 trips (approx. average 12)	3,099,000
Total Number of Person Trips in 5 Years	8,969,000
Average Number of Person Trips per Year	1,794,000

iii) Destinations Visited in B.C.

Albertans were asked where they visited on their last trip to B.C. The Okanagan is the most popular destination amongst Albertans, followed closely by Vancouver and the Lower Mainland, and Vancouver Island.

TABLE 10

Places in B.C. Visited on Last Trip to B.C.

	%
The Okanagan/Shuswap/Similkameen	39
Vancouver/Lower Mainland/South Western B.C.	34
Victoria	18
Vancouver Island (excluding Victoria)	13
B.C. Rockies	10
Kootenay Country	8
Thompson/High Country	4
North by North West	4

iv) Seasonality

The majority of Albertans trips to B.C. are in the summer months. Destinations within B.C. vary according to season, as can be seen below in Table 11.

TABLE 11

Places in B.C. Visited by Season

	Spring %	Summer %	Fall %	Winter %
Vancouver/Lower Mainland/S.W. B.C.	**45**	27	**47**	30
The Okanagan/Shuswap/Similkameen	21	**52**	29	30
Victoria	23	16	21	13
Vancouver Island (excluding Victoria)	17	11	10	14
B.C. Rockies	10	10	8	**14**
Kootenay Country	9	6	10	**14**
Thompson/High Country	3	4	8	2
North by North West	6	4	1	-
Cariboo/Chilcotin	2	1	1	-
Peace River	1	-	1	2

Vancouver is particularly important as a destination in the spring and fall periods, but in the summer the Okanagan is the most visited destination in B.C.

v) Reasons for Travelling to B.C.

Visiting friends and relatives is only one reason for Albertans visiting B.C.; more Albertans visit B.C. for general vacation reasons than to visit friends and relatives.

TABLE 12

Main Purpose of Last Pleasure Trip to B.C.

	%
To visit friends or relatives.	18
To visit friends or relatives and to take a vacation.	39
To take a vacation.	43

vi) Mode of Transport When Travelling to B.C.

The majority of Albertans use rubber tire transport when visiting B.C., as can be seen below in Table 13.

TABLE 13

Mode of Transport

	Trips to British Columbia %
Car/Truck	75
Motor Home/Trailer/Camper	8
Plane	11
Bus	5
Train	1

vii) Typical Planning Period for Travelling to B.C. and Sources of Information Used

Trips to British Columbia are generally planned in 2 months or less before departure. This planning period is less than the average for all trips by Albertans.

TABLE 14

Time Spent Planning a Trip

	All Trips		Trips to British Columbia	
	%		%	
Less Than 2 Weeks	12	56	15	63
2 - 4 Weeks	12		12	
1 - 2 Months	32		36	
3 - 4 Months	12		13	
5 - 6 Months	12		8	
7 - 8 Months	4		2	
9 - 12 Months	7		8	
Over a Year	9		6	

Few Albertans use a travel agent or any other source of information other than word of mouth for their trips to British Columbia. A comparison of British Columbian trips and all trips is shown below in Table 15.

TABLE 15

Information Sources for Planning a Trip

	All Trips	Trips to British Columbia
	%	%
Past Experience/Don't Need Any	52	60
Word of Mouth from Friends/Relatives	29	32
Travel Agent	18	8
Brochures	6	8
Provincial and Other Official Sources	6	7
Auto Club Planning Service	4	5
Social Club/Organization	2	-
Other Services	4	2

viii) Strongest Attractions of B.C. as a Vacation Destination

The natural aspects of B.C. are those which Albertans find particularly appealing. The beautiful scenery and the good weather are the major attractions to those who have travelled to B.C., but it is interesting to note that those Albertans who have not recently travelled to B.C. mention the weather as a strong attraction much less often than travellers.

TABLE 16

Strongest Attractions of B.C.

	All Albertans	Albertans Who Have Not Travelled to B.C. in Past 5 Years	Albertans Who Have Travelled to B.C. in Past 5 Years
	%	%	%
Beautiful Scenery/Countryside	38	40	37
Good Weather/Sunny	33	19	35
Beautiful Mountains	18	13	18
Ocean/Beaches	18	15	18
Have Family/Friends in B.C.	14	8	15
Fresh Fruit/Fruit Picking	11	12	10

ix) Least Attractive Aspects of B.C.

Unpredictable weather, bad roads, and the expense are the primary negatives associated with going to British Columbia on vacation, as can be seen below in Table 17.

TABLE 17

Least Attractive Aspects of B.C.

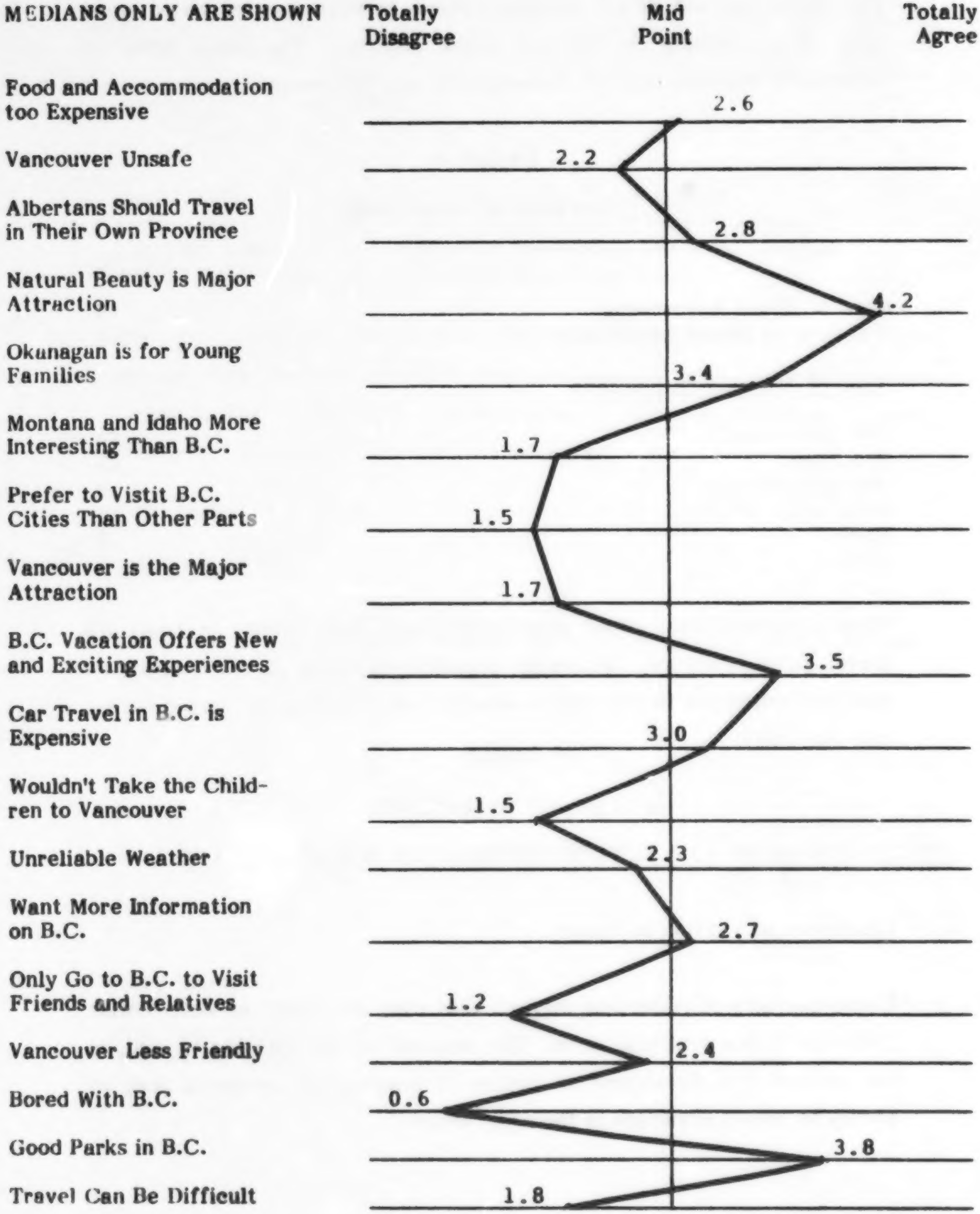
	All Albertans	Albertans Who Have Not Travelled to B.C. in Past 5 Years	Albertans Who Have Travelled to B.C. in Past 5 Years
	%	%	%
Unpredictable Weather	15	24	13
Bad Roads/Crowded Highways	15	11	15
Sales Taxes	11	5	12
Too Far Away	8	4	8
Gas is Expensive	7	3	8
Generally Expensive	6	5	6

x) Attitudes Towards British Columbia

Overall, Albertans have positive views of B.C. They agree strongly that its natural beauty is the major attraction and are well aware of the good park facilities offered. B.C. is not considered a boring place to visit; Albertans generally believe there are many new and exciting experiences to enjoy. Figure 5 shows the level of agreement expressed by Albertans with various statements concerning all aspects of travelling in B.C.

FIGURE 5

Attitudes Towards British Columbia



xi) Awareness of Current Alberta Advertising Program

Fifty-eight percent of all Albertans claim to have seen or heard some type of advertising in the last three months. The main types of advertising recalled are T.V. commercials and brochures.

TABLE 18

Awareness of Advertising

	%
Seen or Heard Advertising	58
Not Seen or Heard Advertising	42
Type of Advertising Recalled	
T.V. Commercial	64
Brochure	21
Magazine Article	19
Newspaper Article	15
Radio	8
Other	5

When Albertans were asked specifically about the Ministry of Tourism's travel guide brochure, 25 percent recalled receiving it. The brochure was distributed via the Edmonton Journal and the Calgary Herald during mid May 1985.

BRITISH COLUMBIA AS A FUTURE DESTINATION FOR ALBERTANS

i) Likelihood of Visiting in Future

Three-quarters of Albertans suggest that they are likely to visit British Columbia in the next year or so. The reasons for not planning to visit do not reflect any disinterest in British Columbia, but rather a lack of ability to travel anywhere in the near future.

TABLE 19

Likelihood of Visiting B.C. in Next Year or So

	Total Albertans %		Reasons for Not Being Likely %
Very Likely	42	Too Expensive/Can't Afford	22
Quite Likely	31	Have Made Plans to Visit Elsewhere	21
Not Very Likely	19	Hard to Travel/Too Old/Have Children	13
Not At All Likely	7	Working/Won't Get Holidays	11

The psychographic clustering of Albertans shows indications that the groups most likely to travel to British Columbia in the near future are Group 3: The Young Adventurists, Group 2: Groupies, and Group 6: Independent Sun and City Seekers.

ii) Influence of Expo

One-third of all Albertans claimed to be very or quite likely to visit Expo, as can be seen below in Table 20.

TABLE 20

Likelihood of Visiting Expo

	Total Albertans %	
Very Likely	16	33
Quite Likely	17	
Not Very Likely	30	
Not At All Likely	31	
Don't Know	7	

The average length of expected stay in Vancouver during Expo '86 is 6 days, and, those that are likely to come, were evenly divided on whether they would be staying with friends/relatives or in a motel/hotel.

Most of those expecting to come for Expo are planning to visit other areas of B.C. at the same time, so the benefit of Expo should be felt in other areas as well as Vancouver.

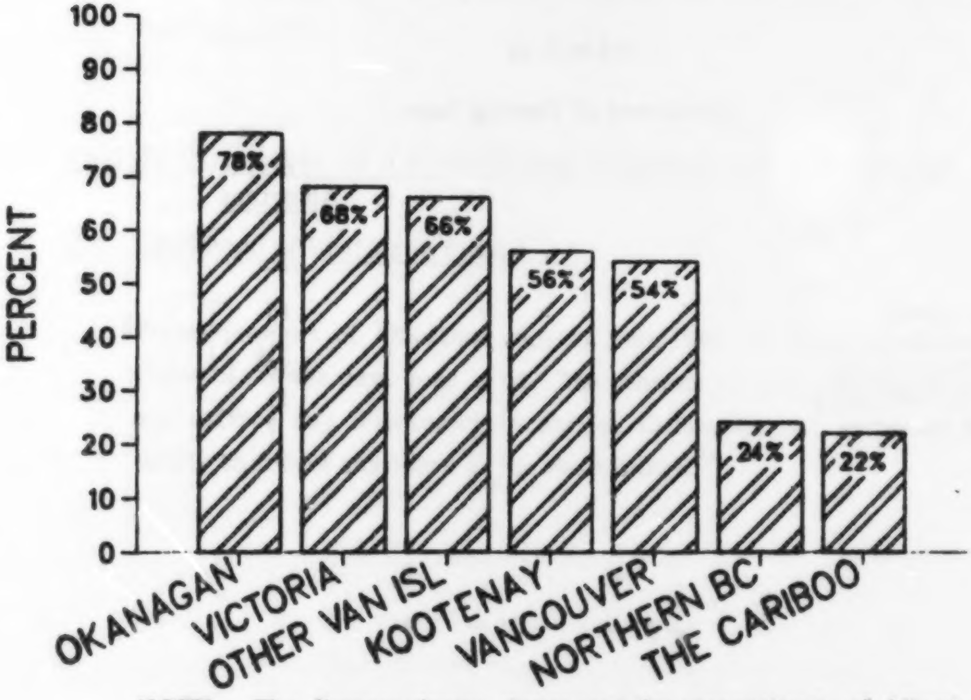
There are indications that the groups of Albertans most likely to visit Expo are Group 2: Groupies and Group 6: Independent Sun and City Seekers. Albertans from the North West, Edmonton, and Calgary appear to be more likely to visit than residents of other areas.

iii) Appeal of Particular Areas of British Columbia

The different areas of B.C. have varying appeal to Albertans. The Okanagan is seen as being the most appealing area, while the Cariboo has the least appeal, as shown in Figure 6. Interestingly, Vancouver is not as much a major attraction to most Albertans as might have been anticipated.

FIGURE 6

Appeal of Particular Areas of B.C.



NOTE: The figures shown above are the percentages of Albertans who rated each area as having either great appeal or some appeal.

The main reasons for finding each of the areas appealing or unappealing are shown below.

TABLE 21

Main Reason for Finding Areas of B.C. Appealing or Unappealing

	Reasons for Being Appealing	%	Reasons for Being Unappealing	%
1. The Okanagan	Good/Sunny Weather	38	Too Hot	33
	Lovely Lakes	22		
	Orchards/Fruit	29		
2. Victoria	Exciting/Nice City	30	Dislike City Atmosphere	21
	Lovely Gardens	14	Lack of Things to Do	19
3. Rest of Vancouver Island	Beautiful Scenery	41	Not Interested	25
	Beaches/Ocean	21		
4. Panorama, Radium, and Kootenays	Hot Springs/Pools	39	Too Isolated	19
	Beautiful Scenery	37	Too Far to Go	10
5. Vancouver	Exciting/Nice City	31	Too Large/Crowded	49
	Beaches/Ocean	24	Dislike City Atmosphere	31
6. Northern B.C.	Beautiful Scenery	39	Too Isolated	26
	Nature/Wilderness	28	Know Little About	25
	Fishing	20	Too Far to Go	20
7. The Cariboo	Beautiful Scenery	41	Know Little About	36
	Nature/Wilderness	20	Too Isolated	20
			Too Far to Go	18

Northern B.C. and The Cariboo are little known areas to Albertans and would benefit from extra emphasis. Cluster Group 3, the Young Adventurists, find these areas more appealing than do other groups, so promoting particular sporting activities in these areas could interest this segment.

iv) Specific Activities With Development Potential

A quarter of Albertans downhill skied last year and a similar proportion cross-country skied. In total, 56 percent of Albertans have downhill skied at some time and 44 percent have cross-country skied. Clearly, these are sizeable proportions of the total Albertan population which could be attracted with specific ski packages.

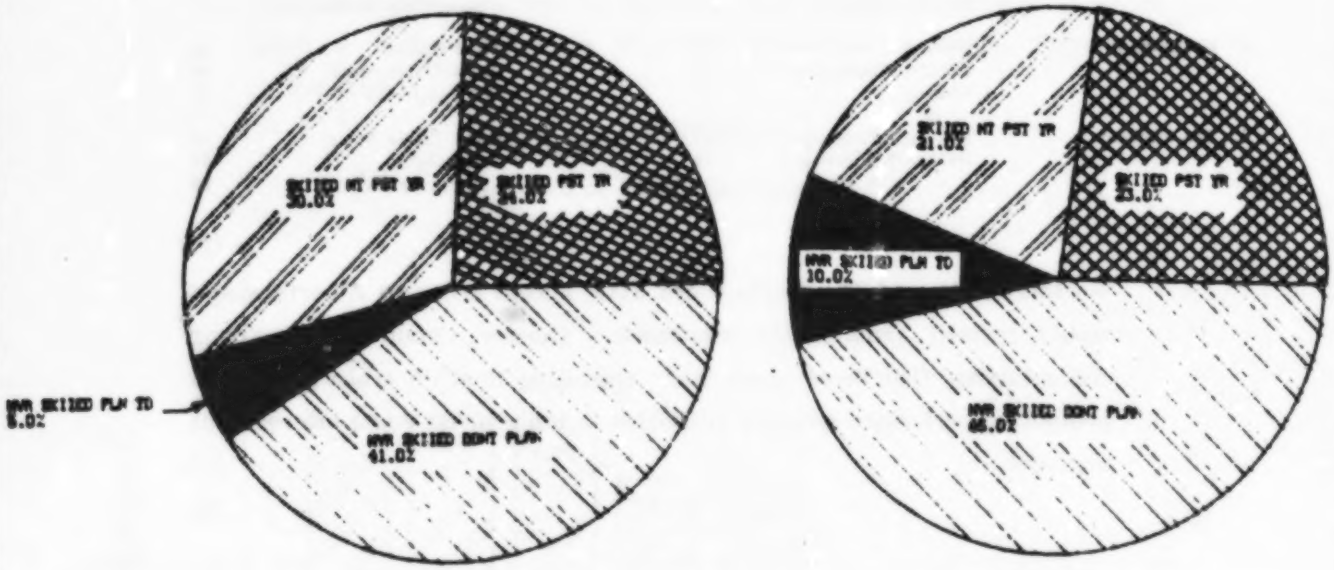
FIGURE 7

Albertans' Skiing Profile

(B.C. figures in ( ) for comparison)*

	Downhill Skiing		Cross-Country Skiing	
Have skied in past year.	24%	(26)	23%	(20)
Have skied, not in past year.	30%	(27)	21%	(23)
Never skied, plan to in future.	5%	(6)	10%	(12)
Never skied, don't plan to.	41%	(42)	46%	(45)

* B.C. figures were obtained from "The B.C. Resident Travel Attitude and Motivation Study".



DOWNHILL

X-COUNTRY

The following physical activities are currently being engaged in by Albertans on vacation (not necessarily in B.C.).

TABLE 22

Physical Activities Engaged In by Albertans on Vacation

	All Albertans
	%
Swimming	74
Hiking/Nature Trails	59
Lake/Stream Fishing	46
Power Boating	39
Downhill Skiing	29
Golfing	28
Water Skiing	24
Canoeing	21
Cross-Country Skiing	20
Hunting	17
Sailing	15
Salt Water Fishing	15
Scuba Diving	8

Different activities appeal particularly to different groups, as can be seen below. The Young Adventurists and the Groupies are most interested in physical activities, while none of these activities would particularly appeal to the older Group 4: Grandma and Grandpa on the Go.

TABLE 23

Examples of Different Activities Enjoyed

	Group 1 Family Educational Travellers	Group 2 Groupies	Group 3 Young Adventurists	Group 5 Young Family Travellers	Group 6 Independent Sun & City Seekers
	%	%	%	%	%
Swimming		84	82		
Hiking	64	64		62	
Lake/Stream Fishing				56	
Power Boating		44	52		
Downhill Skiing		39	50		
Golfing			34		38
Water Skiing		31	47		
Cross-Country Skiing	22		23		
Hunting			24		
Canoeing		24	32		
Sailing		19	23		
Salt Water Fishing			22		
Scuba Diving		14	10		11

NOTE: Figures shown above are those which are higher than the average for all Albertans.

This summary highlights the key findings for the study.

V TELEPHONE SURVEY RESULTS

The results for each of the questions asked in the telephone survey are presented in the following section. The actual survey question is presented, and in some cases the responses for each of the six geographic areas are given along with the total sample.

The "BASE" reflects the actual number of people who were asked the given question. In the case of a "multiple response" question the column total will be greater than 100 percent because the percentages are based on the number of respondents not the number of responses.

Where applicable, the median has been shown. This is a measure of central tendency used to determine the middle value in a set of numbers arranged according to magnitude. The median has been calculated after "don't know" and "refused" responses have been removed.

Throughout the results, where the word "significant" has been used, it means that the results are statistically significant at the 95% confidence level. Highlighting has been used to show interesting points, which may not necessarily be statistically significant.

i) Past Trips

1. Thinking about the period since last June, how many pleasure trips of longer than one night away have you taken in Alberta during this period?

	Area							
	North West	North East	Ed-monton	Central	Calgary	South	Total	
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %	
# Trips								
None	28	40	31	43	46	39	38	
One	27	20	27	17	17	22	21	62
Two	21	17	17	13	9	19	15	
Three to Five	15	17	15	18	20	12	16	
More Than Five	9	6	10	9	8	8	10	
AVERAGE # TRIPS IN ALBERTA	2.0	1.9	2.2	1.9	2.2	2.2	2.2	

Comments: Most Albertans had made at least one trip within their province in the previous year, though a substantial minority of nearly 40% had not been away at all.

2a. Where did you go on your (most recent / 2nd/3rd most recent) trip in Alberta?

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents who have taken trips within Alberta)	54 %	46 %	104 %	56 %	87 %	57 %	404 %
Destination in Alberta							
Edmonton	**85**	**70**	-	41	38	26	37
Calgary	19	24	54	34	2	**68**	34
Banff	9	26	29	20	31	12	23
Jasper	7	13	**23**	7	7	4	11
Red Deer	7	4	10	11	7	4	7
Lethbridge	4	-	5	-	13	4	5
Grande Prairie	13	2	4	4	3	-	4
Waterton	-	-	3	4	7	9	4
Kananaskis	-	-	2	-	6	9	3
Sylvan Lake	2	9	1	2	2	-	2
Medicine Hat	-	-	3	-	6	2	2
Drumheller	-	2	1	4	3	2	2
Fort McMurray	2	4	2	2	1	-	2
Lake Louise	2	-	2	-	-	5	2
Other N.W. Alberta	13	7	11	11	3	5	8
Other N.E. Alberta	9	17	14	11	1	4	9
Other Edmonton Area	4	-	-	4	1	-	1
Other Central Alberta	7	17	20	**39**	**48**	9	**25**
Other Calgary Area	-	-	-	2	1	-	1
Other Southern Alberta	2	2	2	14	31	33	14
Other	2	9	3	2	2	-	3

Comments: The places most likely to be visited by Albertans on trips intra-provincially were Edmonton, Calgary, and Banff. As would be expected, destination patterns vary widely according to area. Edmonton is the primary destination for those from the North West and North East, while Calgary is particularly chosen by those from the South.

2b. **And how many nights did you stay away?**
(GROUPED FOR 3 DESTINATIONS)

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (number of trips in Alberta)	101 %	95 %	194 %	118 %	186 %	112 %	806 %
# Nights Away in Alberta							
One	20	6	11	12	7	13	11
Two	34	39	39	44	51	44	42
Three	22	23	30	22	25	21	25
Four	5	9	7	7	7	5	7
Five	2	5	5	2	2	2	3
Six	2	2	2	2	2	2	2
Seven	10	11	4	8	3	9	6
More Than Seven	5	5	2	3	3	4	4
AVERAGE # NIGHTS	3.9	3.7	3.0	3.6	2.9	3.1	3.3

Comments: The majority of trips taken intra-provincially were of 2-3 nights duration. Those travelling from the North West and North East tended to take longer trips than those from other areas, probably because they have further to travel.

2c. And in which month did you go? **(GROUPED FOR 3 DESTINATIONS)**

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (number of trips in Alberta)	101 %	95 %	194 %	118 %	186 %	112 %	806 %
Months Travelled in Alberta							
January	6	1	6	2	3	3	4
February	10	5	9	8	5	2	7
March	11	7	8	9	9	5	8
April	**17**	**17**	9	8	11	13	12
May	**14**	**19**	**17**	**19**	**22**	**22**	19
June	10	**17**	**18**	**25**	**18**	**19**	18
July	5	3	9	7	6	8	7
August	12	9	**12**	3	9	6	9
September	2	4	4	6	4	7	4
October	4	5	3	3	4	6	4
November	4	6	3	8	2	2	4
December	6	5	2	3	6	6	5

Comments: April, May, and June are the primary months for taking trips in Alberta. April is particularly important for those from the North West and North East.

3. **Now thinking about the period since last June, how many pleasure trips of longer than one night away have you taken out of the Province during this period?**

	Area							
	North West	North East	Edmonton	Central	Calgary	South	Total	
BASE	75 %	77 %	151 %	99 %	161 %	93 %	656 %	
# Trips Out of Alberta								
None	44	48	35	35	29	29	35	
One	33	31	38	34	34	34	35	65
Two	17	13	19	19	19	22	18	
Three or More	6	8	8	12	18	15	12	
AVERAGE # TRIPS OUT OF ALBERTA	0.9	0.9	1.1	1.2	1.4	1.5	1.2	

Comments: More Albertans have travelled out of their home province in the last year then have travelled within (65% vs. 62%). However, as would be expected, they have made fewer trips outside. Those from the North West and North East are less likely to have travelled out of the province than those from other areas.

4a. Where did you go on your (most recent trip / 2nd/3rd most recent trip) out of the Province? **(3 MOST RECENT TRIPS COMBINED)**

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents who have taken trips out of Alberta)	42 %	40 %	98 %	64 %	114 %	66 %	424 %
Destinations							
Lower Mainland/ Fraser Valley	2	-	1	3	5	2	3
Vancouver	21	3	11	11	14	6	11
Victoria	-	8	7	9	10	2	7
Vancouver Island	7	-	5	8	1	5	4
Sunshine Coast	-	-	2	-	1	2	1
Okanagan	12	13	13	9	21	3	13
Central B.C.	7	3	3	5	5	-	4
B.C. (General)	7	-	-	2	3	2	2
Kamloops	5	5	2	2	-	-	2
Kootenays	7	10	10	8	19	23	14
Revelstoke	-	-	-	3	3	2	1
Cariboo/Northern Interior	7	-	2	2	1	-	2
(TOTAL B.C.)	(60)	(30)	(47)	(42)	(48)	(27)	(43)
Saskatchewan	12	35	16	36	20	29	24
Manitoba	2	8	5	2	4	6	5
Ontario/Quebec	12	25	15	2	11	14	13
Rest of Canada	2	5	7	5	3	2	4
Sun Spots	24	20	32	27	29	24	27
U.S.A.	5	13	6	25	11	35	15
Other	12	10	11	8	16	15	13

4a. continued...

Comments: The places most likely to be visited by Albertans were destinations in B.C.; Vancouver, the Okanagan, and the Kootenays; Saskatchewan; and Sun Spots. Again, there were major differences by area, mainly explainable by the location of each place in relation to the area visited, eg: Vancouver was particularly important for North West respondents, while Saskatchewan was more important for those from the North East. Sun Spots are a particularly important destination amongst respondents from Edmonton and Calgary.

4b. And how many nights did you stay away? (3 MOST RECENT TRIPS COMBINED)

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (number of trips outside Alberta)	60 %	62 %	148 %	105 %	201 %	112 %	688 %
# Nights Away Outside Alberta							
One	5	-	1	-	2	3	2
Two	8	3	6	10	7	19	9
Three	3	15	11	17	17	13	14
Four	13	8	5	10	8	7	8
Five	7	6	5	6	10	6	7
Six	8	3	3	5	2	2	3
Seven	17	24	14	12	12	14	14
Eight	3	2	1	3	1	-	1
Nine	-	-	1	1	-	-	1
Ten	5	6	8	9	7	3	7
Eleven	2	-	2	1	-	1	1
Twelve	3	-	1	1	1	1	1
Thirteen	-	-	-	-	1	1	1
Fourteen	8	15	17	11	13	13	14
Fifteen Plus	18	18	25	34	19	17	17
AVERAGE # NIGHTS OUTSIDE OF ALBERTA	9.1	10.7	13.3	10.8	9.3	10.0	10.6

4c. And in which month did you go? **(3 MOST RECENT TRIPS COMBINED)**

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (number of trips outside Alberta)	60 %	62 %	148 %	105 %	201 %	112 %	688 %
Months Travelled Outside Alberta							
January	8	8	5	6	4	8	6
February	17	3	6	6	7	12	8
March	3	6	9	6	5	5	6
April	8	16	10	10	12	8	11
May	7	13	16	11	13	10	12
June	7	11	12	12	10	8	10
July	12	8	9	17	11	20	13
August	7	15	10	10	12	12	11
September	12	8	9	5	5	5	7
October	2	2	3	18	7	4	5
November	8	2	3	5	3	4	4
December	10	8	8	4	9	3	7

Comments: The key period for travel outside the province is from April – August.

SUMMARY OF TRAVELLERS

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE	75	77	150	99	161	93	655
	%	%	%	%	%	%	%
Type of Traveller							
Don't Travel	9	18	16	20	16	14	16
Travel Alberta Only	35	30	19	15	13	15	20
Travel in Alberta and B.C.	22	11	25	21	25	17	21
Travel Alberta/Other/ Not B.C.	15	20	24	20	16	30	21
Travel Out of Alberta and in B.C.	11	5	5	6	10	3	7
Travelled, but Not in Either Alberta or B.C.	8	17	10	17	21	22	16
% Travelled in B.C.	33	16	31	17	34	19	28
% Travelled in Alberta	72	60	69	57	54	61	62
% Travelled Out of Alberta	56	52	65	65	71	71	65

Comments: The above table classifies respondents according to their travelling behaviour in the past year. Respondents from the North West and North East are much more likely not to have travelled outside Alberta than those from other areas. One-fifth of all respondents had travelled in Alberta and outside the province, but had not visited B.C.

SUMMARY OF TRIPS (BY SEASON)

	Within Alberta	To B.C.	To Other Canadian Destinations	Sun Spots	Total Trips
BASE (all trips taken)	806	268	183	112	1489
	%	%	%	%	%
SPRING					
March/April/May	**39**	27	37	28	35
SUMMER					
June/July/August	34	**40**	33	13	34
FALL					
September/October/November	12	14	14	16	14
WINTER					
December/January/February	15	20	16	**43**	18

Comments: Spring is the most popular period for travelling within Alberta, while summer is strongest for British Columbia, and winter for Sun Spots.

ii) Future Trips

5a. **Now I would like you to consider where you would go if you had a three day break coming up. Where would you most likely go?**

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Destination for 3 Days							
Alberta	**63**	**53**	**51**	**46**	**43**	**51**	**51**
British Columbia	20	13	17	**23**	**30**	**28**	**22**
Manitoba	1	-	1	-	1	1	1
Saskatchewan	-	1	1	3	2	4	2
Other Canada	1	4	3	-	2	1	2
U.S.A.	3	1	1	-	2	5	2
Sun Spots	1	6	7	4	11	1	6
Other	3	4	7	7	2	2	3
Would Just Stay Home/ Wouldn't Go Anywhere	8	18	12	17	7	7	11

Comments: Calgary area and other southern Alberta residents are much more likely to travel to British Columbia for a short trip than residents from other areas. These Albertans are also less likely to stay home over a short break. This behaviour is likely attributable to proximity to desired destinations both within Alberta and British Columbia.

The following definitions apply to Questions 5b, 6b, and 7b, which describe why a particular trip destination would be selected over others.

Weather and Scenery include:

- good/warm weather
- beaches/ocean
- beautiful scenery
- beautiful mountains
- lovely lakes/hot springs

Camping and Outdoor Activities include:

- good camping area
- good outdoor activities

Attractions include:

- different culture
- lots of things to do
- "like the city"
- visiting gardens/hot spring pools
- sightseeing

Relaxing and Familiar includes:

- relaxing and calm
- familiarity, like home

General Reasons include:

- "just to get away"
- close by
- attending a specific function
- other

Negative Reasons include:

- too short a time
- can't get away

5b. **What is the one main reason why you would go on a trip if you had a three day break coming up?**

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Reason for 3 Day Destination							
Visiting Friends and Relatives	**33**	**20**	14	**21**	**23**	**22**	**21**
Weather and Scenery	17	9	**23**	15	16	18	18
Camping and Outdoor Activities	15	6	12	14	14	16	13
Attractions	8	14	14	10	12	**20**	13
Relaxing & Familiar	12	13	16	14	11	10	13
General Reasons	11	**35**	18	**22**	**23**	9	19
Negative Reasons	4	3	3	4	1	5	3

Comments: Visiting friends and relatives is the most common main reason for Albertan short term travel with the exception of Edmonton area residents. Good weather and scenery, camping and outdoor activities, as well as attractions, appear equally important factors for short term travel for other market segments of Alberta residents. However, there are regional variations between these three factors, particularly for the two northern and the southern study area. These variations may reflect regional variations in life style, regional amenities, and access to short distance destinations.

6a. Now, where would you go for a seven day trip?

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents)	75	77	151	99	161	93	656
	%	%	%	%	%	%	%
Destination for 7 Days							
Alberta	17	23	15	24	12	18	18
British Columbia	45	43	45	33	42	35	41
Manitoba	4	1	1	1	3	2	1
Saskatchewan	4	6	4	6	1	2	4
Other Canada	5	1	7	3	8	9	6
U.S.A.	5	1	5	4	7	9	5
Sun Spots	9	16	15	14	17	14	15
Other	8	2	1	10	7	8	6
Would Just Stay Home/ Wouldn't Go Anywhere	3	7	7	5	3	3	4

Comments: More Albertans would travel to British Columbia for a seven day trip than any other destination.

6b. **What is the one main reason why you would go on a seven day trip?**

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Reason for 7 Day Destination							
Visiting Friends and Relatives	41	25	25	35	31	36	31
Weather	4	12	10	7	11	5	9
Scenery	12	10	18	9	11	10	12
Camping and Outdoor Activities	9	9	5	10	11	11	9
Attractions	15	21	19	13	13	18	16
Relaxing & Familiar	12	13	14	11	12	10	12
General Reasons	7	10	8	10	10	8	9
Negative Reasons	-	-	1	4	1	2	2

Comments: Visiting friends and relatives is the most common main reason for a week long trip for the largest group of respondents. However, good weather and scenery are also the main reasons for one week trips for many Albertans, particularly residents of the Edmonton area.

7a. And where would you go for a trip of fourteen days or longer?

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents)	75	77	151	99	161	93	656
	%	%	%	%	%	%	%
Destination for 14+ Days							
Alberta	5	1	5	5	1	2	3
British Columbia	25	21	21	18	15	12	18
Manitoba	-	3	1	-	1	4	1
Saskatchewan	5	-	1	2	1	1	1
Other Canada	11	19	10	13	17	14	14
U.S.A.	3	5	12	8	7	10	8
Sun Spots	21	25	26	18	34	28	26
Other	30	23	21	28	21	26	24
Would Just Stay Home/ Wouldn't Go Anywhere	-	3	3	8	3	3	3

Comments: Over half the respondents would either go to a Sun Spot or a destination outside of Canada and the U.S.A. for a two week or longer vacation. More northern Albertans would go to British Columbia on an extended vacation than southern Albertans.

7b. **What is the one main reason why you would go on a fourteen day or longer trip?**

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Reason for 14+ Day Destination							
Visiting Friends and Relatives	**29**	**31**	**27**	**26**	**26**	**34**	**28**
Weather and Scenery	8	17	19	12	14	16	16
Camping and Outdoor Activities	7	4	3	8	6	2	5
Attractions	**24**	**22**	**28**	**22**	**26**	**20**	**24**
Relaxing & Familiar	11	13	14	10	13	13	13
General Reasons	21	12	8	16	15	13	12
Negative Reasons	-	1	1	6	-	2	2

Comments: The two main reasons given by Albertans in all study regions for a longer vacation were first, to visit friends and relatives, followed by, to see and enjoy attractions.

VACATION DESTINATIONS (BASED ON ALL RESPONDENTS)

	3 Days	7 Days	14+ Days
	%	%	%
Alberta	51	18	3
British Columbia	22	41	18
Manitoba	1	1	1
Saskatchewan	2	4	1
Other Canada	2	6	14
U.S.A.	2	5	8
Sun Spots	6	15	28
Other	3	6	24
Would Just Stay Home/ Wouldn't Go Anywhere	11	4	3

Comments: British Columbia is perceived as an important destination for trips of various lengths of time, however, respondents were most likely to consider travelling to B.C. for a one week period. Likely B.C. was perceived as too far away for a three day trip by many respondents and perhaps not exotic enough for many for a two week or longer trip.

8a. **Are you planning or considering taking any pleasure trips of longer than one night away during the next 12 months?**

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Planning a Pleasure Trip in Next Year							
Yes	52	64	66	51	73	71	64
No	48	36	34	49	27	29	36

8b. How many trips?

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents planning to travel)	39 %	49 %	100 %	50 %	118 %	66 %	422 %
# Pleasure Trips Planned							
One	72	69	60	54	47	44	55
Two	15	20	18	26	28	27	23
Three or More	5	11	14	14	24	26	18
Not Stated	8	-	8	6	1	3	4
AVERAGE (travellers)	1.4	1.6	1.7	1.9	2.6	2.7	2.1
AVERAGE (total group)	0.7	1.0	1.1	1.0	1.9	1.9	1.3

Comments: Residents in the Calgary area and the rest of southern Alberta are more likely to be considering one or more pleasure trips than residents of the rest of the province.

8c. **Where are you planning to visit on your 1st/2nd/3rd trip away? (MULTIPLE RESPONSE)**

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents planning to travel)	39 %	49 %	100 %	50 %	118 %	66 %	422 %
Trip Destinations							
Alberta	31	35	36	50	46	64	44
Vancouver/Lower Mainland	8	10	6	10	17	3	10
Victoria	3	2	7	4	3	2	3
Vancouver Island	3	2	3	6	3	3	3
Okanagan	3	8	13	4	20	8	11
B.C. (General)	15	6	2	-	4	2	4
Central B.C.	5	6	-	6	3	-	3
Kootenays	-	4	5	6	5	14	6
(TOTAL B.C.)	(38)	(39)	(36)	(36)	(54)	(30)	(40)
Saskatchewan	8	8	8	12	8	11	9
Manitoba	-	8	3	2	4	8	4
Toronto	-	2	5	2	3	-	2
Montreal	5	2	2	-	-	2	1
Other Canada	8	16	10	10	11	6	10
Sun Spots	21	16	21	18	25	17	21
U.S.A.	3	2	6	12	6	20	8
Other	8	6	4	8	8	8	7

Comments: An analysis of Albertans planned trips show that destinations in Alberta and B.C. are almost equally popular. B.C. is a particularly important destination amongst Calgary residents.

8c. **Where are you planning to visit on your 1st/2nd/3rd trip away? (MULTIPLE RESPONSE)**

BY

30a. **Have you seen or heard any advertising for travel to British Columbia in the last three months?**

	Q.30a Seen Ads for B.C. Travel	
	Yes	No
BASE (all respondents planning to travel)	270	152
	%	%
Destinations		
Alberta	47	39
British Columbia	43	36
Saskatchewan	8	10
Manitoba	4	4
Ontario/Quebec	11	7
Rest of Canada	2	8
Sun Spots	19	24
U.S.A.	7	12
Other	12	9

Comments: There is a significant relationship between respondents who have seen advertisements for B.C. travel and those planning a trip to B.C. in the next year. This advertising includes T.V. commercials, brochures, and all other types. Further details of the advertising can be found in Section v of the Results.

8d. And how many nights will you stay away? **(MULTIPLE RESPONSE)**

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents planning to travel)	39	49	100	50	118	66	422
	%	%	%	%	%	%	%
# Nights							
2	10	4	5	28	12	29	18
3	3	12	20	18	23	26	19
4	18	14	10	18	15	8	11
5	10	6	7	4	5	8	6
6	-	4	4	2	4	3	3
7	21	31	26	24	30	35	28
8	3	-	2	-	3	3	2
9	-	-	2	2	-	-	1
10	-	10	4	6	7	14	7
11	-	-	2	-	2	-	1
12	-	-	4	4	3	3	3
13	-	-	2	-	1	-	1
14	33	35	19	18	28	26	28
15+	31	20	31	22	26	21	26
AVERAGES:							
1st Trip	13.5	12.7	11.3	9.8	10.7	9.7	11.2
2nd Trip	8.0	9.2	9.7	11.4	8.1	7.5	9.0
3rd Trip	5.5	7.7	6.9	6.6	7.0	5.4	6.5

Comments: Respondents in the northern part of Alberta are likely to take longer first trips than central and southern Albertans. This perhaps reflects longer distances to desired destinations.

8e. **And in which month will you be going? (MULTIPLE RESPONSE)**

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents planning to travel)	39 %	49 %	100 %	50 %	118 %	66 %	422 %
Month(s) Planning to Travel							
January	8	4	9	4	4	3	5
February	5	2	2	4	5	6	4
March	-	2	-	-	-	2	1
April	3	6	3	6	2	2	3
May	-	-	1	-	3	-	1
June	3	4	7	2	8	18	8
July	44	38	48	48	58	58	51
August	49	38	32	44	47	41	41
September	5	16	14	18	18	23	16
October	3	-	5	12	6	3	5
November	8	6	4	6	4	-	4
December	-	14	13	4	10	5	9

Comments: The field work for this study was conducted at the end of June, so it is not surprising that the majority of future planned trips are for the July and August period.

8f. **Trip respondent will be taking first.**

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents planning to travel)	39 %	49 %	100 %	50 %	118 %	66 %	422 %
1st Trip Destination							
Alberta	23	24	23	22	24	27	24
Vancouver/Lower Mainland	8	8	4	10	10	2	7
Victoria	3	-	7	2	2	2	3
Vancouver Island	3	2	1	4	2	2	2
Okanagan	8	6	12	2	9	6	8
B.C. (General)	5	6	-	-	-	-	1
Central B.C.	3	6	-	6	2	-	2
Kootenays	-	4	5	6	4	9	6
(TOTAL B.C.)	**(30)**	**(32)**	**(29)**	**(30)**	**(29)**	**(21)**	**(28)**
Saskatchewan	8	6	6	8	7	8	7
Manitoba	-	2	2	2	2	5	2
Toronto	-	2	5	-	4	-	3
Montreal	3	2	2	-	-	2	1
Other Canada	3	14	9	4	7	2	7
Sun Spots	15	12	12	18	13	11	13
U.S.A.	8	2	4	10	4	17	7
Other	10	4	8	6	10	7	7

Comments: More respondents have chosen British Columbia for a first trip during the next year than any other destination.

9a. What is the one main reason why you are planning to go to ________________ for a vacation rather than somewhere else? **FIRST TRIP TO BE TAKEN**

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents planning to travel)	39 %	49 %	100 %	50 %	118 %	66 %	422 %
Main Reason for Destination Selection							
Visiting Friends and Relatives	39	33	36	28	42	36	37
Purely Tourism Reasons	26	20	24	28	20	17	22
Weather and Scenery/ Outdoors	13	4	7	12	13	17	11
Familiar	5	14	11	12	9	18	12
General Reasons	17	29	21	20	16	12	18

9a. What is the one main reason why you are planning to go to ________________ for a vacation rather than somewhere else?

BY

8f. Trip respondent will be taking first.

	Q.8f First Destination						
	Alberta	British Columbia	Saskat-chewan	Other Canada	Sun Spots	U.S.A.	Other
BASE (all respondents planning to travel)	102 %	119 %	29* %	54 %	55 %	29* %	32* %
Main Reason for Destination Selection							
Visiting Friends and Relatives	**23**	**42**	**76**	**67**	7	21	**44**
Purely Tourism Reasons	**31**	**20**	3	13	**57**	23	19
Weather and Scenery/ Outdoors	**21**	**14**	7	2	2	14	-
Familiar	11	11	7	9	16	21	9
General Reasons	14	13	7	9	18	21	**28**

* **CAUTION:** Low Base Numbers

9b. And what other reasons do you have for going to _________? **FIRST TRIP TO BE TAKEN (MULTIPLE RESPONSE)**

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents planning to travel)	39 %	49 %	100 %	50 %	118 %	66 %	422 %
Other Reasons for Choosing Destinations							
Visiting Friends and Relatives	13	29	20	8	14	12	16
Purely Tourism Reasons	21	18	13	10	17	32	17
Weather and Scenery	23	16	12	16	22	8	16
Camping and Outdoor Activities	13	10	9	2	12	11	10
Familiar	-	2	14	10	5	11	8
General Reasons	26	31	29	30	38	25	31
No Other Reasons	36	16	23	30	25	33	26

Comments: The largest group of respondents who are planning to go to a destination during the next year are doing so to visit friends and relatives.

10. By the time you go on your trip to _______________ how long will you have been planning it? **FIRST TRIP TO BE TAKEN**

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents planning to travel)	39 %	49 %	100 %	50 %	118 %	66 %	422 %
Time Spent Planning a Trip							
Less Than 2 Weeks	3	6	16	10	13	18	12
2 - 4 Weeks	10	14	10	20	13	9	12
1 - 2 Months	41	39	29	24	29	35	32
3 - 4 Months	10	18	9	10	12	12	12
5 - 6 Months	3	12	14	20	11	12	12
7 - 8 Months	8	-	5	-	5	3	4
9 - 12 Months	3	4	10	8	9	5	7
Over a Year	23	6	7	8	9	6	9

Comments: The majority of respondents plan two months or less prior to going on a trip.

10. By the time you go on your trip to ______________ how long will you have been planning it?

BY

8f. Trip respondent will be taking **first**.

	Q.8f						
	First Destination						
	Alberta	British Columbia	Saskat- chewan	Other Canada	Sun Spots	U.S.A.	Other
BASE (all respondents planning to travel)	101	119	29*	54	55	29*	33*
	%	%	%	%	%	%	%
Time Spent Planning a Trip							
Less Than 2 Weeks	7	15	10	6	4	14	3
2 - 4 Weeks	19	12	21	2	5	14	-
1 - 2 Months	13	36	38	37	27	38	21
3 - 4 Months	6	13	21	17	7	7	15
5 - 6 Months	6	8	7	20	25	10	15
7 - 8 Months	-	2	3	4	7	7	9
9 - 12 Months	3	8	-	4	11	7	18
Over a Year	7	6	-	11	13	3	18

* **CAUTION:** Low Base Numbers

11. **Where will you get information for planning the trip? FIRST TRIP TO BE TAKEN (MULTIPLE RESPONSE)**

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents planning to travel)	39 %	49 %	100 %	50 %	118 %	66 %	422 %
Information Sources							
Friends/Relatives/ Word of Mouth	23	39	36	16	28	24	29
Brochures	3	-	8	2	10	3	6
Provincial and Other Official Source	3	8	5	4	9	2	6
Auto Club Planning Service	3	4	6	-	3	9	4
Social Club/Organization	5	2	1	4	2	2	2
Travel Articles in Magazines/Newspapers	3	2	-	2	1	2	1
Travel Agent	28	18	16	24	16	11	18
Resorts/Hotels/Motels	-	2	-	-	-	-	-
Past Experience/Don't Need Any	46	39	50	60	48	68	52
Maps	3	2	-	-	3	2	2
Other	-	-	1	-	1	-	1

Comments: Past experiences, followed by word of mouth and travel agent advice, account for the majority of information required for planning trips.

11. Where will you get information for planning the trip? **(MULTIPLE RESPONSE)**

BY

8f. Trip respondent will be taking first.

	Q.8f First Destination						
	Alberta	British Columbia	Saskatchewan	Other Canada	Sun Spots	U.S.A.	Other
BASE (all respondents planning to travel)	102 %	119 %	29* %	54 %	55 %	29* %	34* %
Information Sources							
Friends/Relatives/ Word of Mouth	**30**	**32**	**24**	**26**	**24**	**31**	**28**
Brochures	4	8	-	9	5	7	3
Provincial and Other Official Source	7	7	3	2	4	7	3
Auto Club Planning Service	2	5	-	6	9	3	3
Social Club/Organization	6	-	-	-	4	-	3
Travel Articles in Magazines/Newspapers	1	1	-	2	-	7	-
Travel Agent	6	8	3	**24**	**38**	14	**51**
Resorts/Hotels/Motels	-	1	-	-	-	-	-
Past Experience/Don't Need Any	**60**	**60**	**69**	**48**	**27**	**55**	**29**
Maps	1	-	3	2	-	7	6
Other	-	-	-	2	-	-	3

* **CAUTION:** Low Base Numbers

12. What will be your major means of transportation for the trip?

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents planning to travel)	39 %	49 %	100 %	50 %	118 %	66 %	422 %
Major Means of Transportation							
Car/Truck	51	63	54	56	58	59	57
Motor Home/Trailer/ Camper	13	6	7	2	6	15	8
Plane	28	29	34	38	32	20	31
Bus	3	-	3	4	3	3	3
Train	3	-	1	-	-	-	1
Boat	3	2	-	-	-	-	1
All Others	-	-	-	-	2	3	1

Comments: The majority of respondents will drive to their destination.

12. What will be your major means of transportation for the trip?

BY

8f. Trip respondent will be taking first.

	Q.8f First Destination						
	Alberta	British Columbia	Saskatchewan	Other Canada	Sun Spots	U.S.A.	Other
BASE (all respondents planning to travel)	102 %	119 %	29* %	54 %	55 %	29* %	32* %
Major Means of Transportation							
Car/Truck	83	75	79	26	18	62	-
Motor Home/Trailer/ Camper	15	8	7	4	2	14	-
Plane	-	11	3	65	76	17	100
Bus	2	5	7	2	-	-	-
Train	-	1	-	2	-	-	-
Boat	-	-	-	-	4	-	-
All Others	-	-	3	-	-	7	-

* **CAUTION:** Low Base Numbers

13. What will be the major type of accommodation that you will be staying in during your trip to ______________? **(ALL DESTINATIONS COMBINED)**

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents planning to travel)	39 %	49 %	100 %	50 %	118 %	66 %	422 %
Major Type of Accommodation							
Motel/Hotel	31	22	36	42	25	30	31
Private Home of Friends/Relatives	31	43	39	38	39	29	37
Rented Home/Apartment	5	8	1	2	2	-	2
Camper/Motor Home/Van	18	14	15	8	20	27	18
Tent	10	6	4	6	7	8	6
Own Cabin/Condominium	3	2	4	4	6	5	4
All Others	3	4	1	-	1	2	1

13. **What will be the major type of accommodation that you will be staying in during your trip to ______________?**

BY

8f. **Trip respondent will be taking first.**

	Q.8f First Destination						
	Alberta	British Columbia	Saskat-chewan	Other Canada	Sun Spots	U.S.A.	Other
BASE (all respondents planning to travel)	102 %	119 %	29* %	54 %	55 %	29* %	32* %
Major Type of Accommodation							
Motel/Hotel	28	28	10	20	58	31	34
Private Home of Friends/Relatives	22	38	70	72	11	21	56
Rented Home/Apartment	1	1	-	2	9	-	6
Camper/Motor Home/Van	33	19	3	6	7	31	-
Tent	13	8	10	-	-	7	-
Own Cabin/Condominium	3	5	3	-	11	7	-
All Others	-	2	3	-	4	3	-
Don't Know	-	-	-	-	-	-	3

* **CAUTION:** Low Base Numbers

14a. Do you have any children in your household?

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents planning to travel)	39 %	49 %	100 %	50 %	118 %	66 %	422 %
Children in Household							
Yes	36	61	43	58	60	54	53
No	64	39	57	42	40	46	47

14a. Do you have any children in your household?

BY

8f. Trip respondent will be taking first.

	Q.8f First Destination						
	Alberta	British Columbia	Saskat-chewan	Other Canada	Sun Spots	U.S.A.	Other
BASE (all respondents planning to travel)	102 %	119 %	29* %	54 %	55 %	29* %	34* %
Children in Household							
Yes	59	55	66	56	47	52	21
No	41	45	34	44	53	48	79

* **CAUTION:** Low Base Numbers

14b. **Will all your children, some of your children, or none of your children be accompanying you on your trip to _______________? (ALL DESTINATIONS COMBINED)**

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents with children and planning to travel)	**14***	**30***	**43**	**29***	**71**	**36***	**223**
	%	**%**	**%**	**%**	**%**	**%**	**%**
Children Travelling on Holiday							
All	**79**	**73**	**58**	**66**	**66**	**58**	**65**
Some	**-**	**10**	**7**	**3**	**13**	**6**	**8**
None	**21**	**17**	**35**	**31**	**21**	**36**	**27**

* **CAUTION:** Low Base Numbers

Comments: Nearly 39 percent of respondents who are planning to travel will be accompanied by children.

14c. **Did the fact that you are planning to take children on this holiday have a major influence, some influence, or little or no influence on your choice of destination?**

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents planning to take children on holiday)	**12***	**25***	**28***	**20***	**55**	**23***	**163**
	%	**%**	**%**	**%**	**%**	**%**	**%**
Children's Influence on Destination Choice							
Major Influence	**17**	**28**	**43**	**45**	**35**	**39**	**36**
Some Influence	**25**	**28**	**18**	**10**	**15**	**26**	**19**
Little or No Influence	**58**	**44**	**39**	**45**	**50**	**35**	**45**

* **CAUTION:** Low Base Numbers

Comments: Children were either some influence or a major influence in choice of destination for 55 percent of respondents planning to travel with children during the next year.

iii) Activities

15a. Do you own a cabin, cottage, or other home which you use for vacation?

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents)	75	77	151	99	161	93	656
	%	%	%	%	%	%	%
Cabin, Cottage, "Other Home" Ownership							
Yes	8	5	9	7	8	5	7
No	92	95	91	93	92	95	93
Not Stated	-	-	1	-	-	-	-

15b. Where is it (cottage) situated?

	Total
BASE (all respondents with cabin, cottage, etc.)	47
	%
Location of "Other Home"	
Alberta	60
British Columbia	6
Saskatchewan	9
Manitoba	2
U.S.A.	15
Other	4
Not Stated	4

Comments: Only 7 percent of Albertans have a cabin, cottage, or other holiday home. Those that there are are mainly situated in Alberta.

16a. **Do you own or have access to a Mobile Home or Trailer?**

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Own/Have Access to Trailer or Mobile Home							
Yes	37	39	27	43	35	40	36
No	63	61	73	57	65	60	64

16b. How many nights a year would you or someone from your family stay in it?

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents with mobile home or trailer)	28* %	30* %	40 %	43 %	57 %	37* %	235 %
Time Spent in Mobile Home/Trailer							
AVERAGE # DAYS/ YEAR	21	19	19	15	15	16	18

* **CAUTION:** Low Base Numbers

Comments: Just over a third of Albertans have access to a mobile home or trailer.

23a How many pleasure trips of longer than one night have you taken to British Columbia in the last 5 years?

BY

16a. Do you own or have access to a Mobile Home or Trailer?

	All With Access to Mobile Home or Trailer		All Without Access to Mobile Home or Trailer	
BASE (all respondents)	235 %		421 %	
No Trips	13		20	
One	12		15	
Two	17		14	
Three	14		16	
Four	9		9	
Five	11	36	8	27
Six to Ten	12		9	
Over Ten	13		10	

Comments: Those with access to a mobile home or trailer are much more likely to visit B.C. frequently than those without this facility.

16c. Do you own a boat?

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE **(all respondents)**	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Boat Ownership							
Yes	24	27	15	17	13	19	18
No	75	73	82	83	87	81	81

16d. What type of boat is it?

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE **(all owning boats)**	18* %	21* %	23* %	17* %	21* %	18* %	118 %
Type of Boat Owned							
Canoe	39	19	22	18	24	22	24
Power Boat	50	67	74	82	62	67	67
Sailing Boat	-	-	-	-	10	-	2
Fishing Boat	6	5	-	-	-	11	3
Other	6	10	-	-	5	-	3
Not Stated	-	-	4	-	-	-	1

* **CAUTION:** Low Base Numbers

Comments: Boat ownership is particularly strong in the North West and North East. Power boats are the most popular type, with canoes second in importance.

17a. **Which major activities have you engaged in during your last few vacations? (MULTIPLE RESPONSE)**

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Major Vacation Activities							
Swimming	21	26	32	20	29	24	26
Cycling	3	1	3	5	3	-	3
Suntanning	7	8	4	4	9	5	6
Walking/Nature Trails	3	1	3	3	4	1	3
Hiking/Mountain Climbing	9	8	13	12	15	13	12
Camping	12	8	9	14	9	8	10
Golfing	4	7	5	7	11	14	8
Racquet Sports	1	1	3	3	3	3	3
Baseball/Softball	-	-	1	2	3	2	1
Fishing	17	17	16	16	21	20	18
Horseback Riding	-	-	1	-	5	4	2
Skiing (Snow)	8	10	6	8	10	9	8
Water-Skiing	3	5	5	4	9	5	6
Boating/Sailing	5	8	5	3	11	5	7
Photography	1	1	3	-	1	1	1
Scuba-Diving/ Snorkelling	1	1	-	-	3	-	1
Other Water Sports/ Activities	1	3	3	1	4	1	2

17a. continued...

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Major Vacation Activities							
Hunting	1	-	2	3	1	1	1
Gambling/Horse Races	-	-	2	2	5	2	2
Shopping	9	7	3	5	6	5	6
Sightseeing	36	26	28	21	29	29	28
Relaxing	7	14	17	10	10	13	12
Visiting Tourist Attractions	11	4	3	4	5	12	6
Other Relaxing Activities	-	-	1	-	2	3	1
Visiting Family/ Friends	19	12	12	18	16	20	16
Attending Theatres/ Plays/Movies	-	-	1	1	1	1	1
Going Dancing/Night-clubs/Pubs	5	8	4	3	8	-	5
Dining at Better Restaurants	-	1	2	-	3	-	1
Motor Biking/Four Wheel Driving	-	1	-	-	3	3	1
Nothing	-	3	3	3	1	2	2
Other	12	5	3	5	12	11	8

Comments: Swimming, fishing, sightseeing, and visiting friends and relatives are the major activities engaged in while on vacation.

17b. **Which of these activities have you engaged in during your last few vacations?**

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents)	75	77	151	99	161	93	656
	%	%	%	%	%	%	%
Activities Engaged In							
Going to the Beach	61	75	77	63	75	67	71
Sun-Tanning	60	77	63	57	73	59	65
Visiting Friends and Relatives	84	91	80	87	85	89	85
Visiting Arts and Crafts Workshops and Outlets	35	44	44	32	36	44	39
Visiting Amusement Parks	44	60	52	47	60	59	54
Picking Fruit	17	36	28	19	30	31	27
Visiting the Sea Coast	55	49	59	50	65	55	57
Seeing Natural Wonders	76	83	81	79	82	85	81
Taking Sightseeing Tours of a City	40	38	41	36	46	56	43
Visiting Historical Places	69	79	69	67	71	73	71
Visiting Museums and Galleries	60	71	50	51	57	68	58
Dining in Better Restaurants	75	75	78	84	74	73	76
Going to Theatres/ Plays	27	43	31	33	35	40	35
Shopping in Interesting Stores	73	84	76	84	75	77	78
Attending Seminars or Courses	16	20	14	13	18	16	16
Gambling	7	14	19	18	24	11	17

17b. continued...

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Activities Engaged In							
Visiting Public Gardens	47	56	54	48	65	62	56
Attending Sports Events	45	55	39	41	52	42	45
Dancing or Visiting Night Clubs	48	62	47	46	57	40	50
Canoeing	32	22	14	18	24	18	21
Water-Skiing	21	34	21	22	30	15	24
Sailing or Yachting	11	21	15	9	19	10	15
Power Boating	40	44	38	38	43	30	39
Swimming	67	77	74	69	81	68	74
Lake/Stream Fishing	51	49	34	48	48	50	46
Salt Water Fishing	16	13	17	11	20	11	15
Scuba Diving	5	7	9	5	12	7	8
Hiking or Following Nature Trails	49	64	57	51	65	68	59
Golfing	23	30	26	29	31	30	28
Playing Favourite Sports	51	64	43	42	53	44	49
Hunting	20	18	15	15	15	24	17
Cross-Country Skiing	25	36	16	17	20	14	20
Downhill Skiing	31	39	23	31	32	25	29

Comments: The main activities engaged in by Albertans on vacation are highlighted above.

17c. Are there any other activities we have not mentioned which you enjoy while on vacation? **(MULTIPLE RESPONSE)**

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Other Activities							
Cycling	-	1	3	1	-	-	1
Camping	1	1	1	3	1	-	1
Horseback Riding	3	1	2	2	3	2	2
Photography	-	3	1	-	1	2	1
Relaxing	1	-	2	-	3	3	2
Other Relaxing Activities	-	-	1	-	2	4	1

Comments: Few other activities were mentioned.

18a. Have you skied downhill in the last year?

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Skied Downhill In Past Year							
Yes	**31**	**27**	21	24	22	23	24
No	69	73	79	76	78	77	76

18b. How many times did you go downhill skiing in the past 12 months?

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents who have downhill skied in last year)	23*	21*	31*	24*	36*	20*	155
	%	%	%	%	%	%	%
# Times Downhill Skiied in Past Year							
Once	13	38	32	13	11	33	22
Twice	17	29	23	25	11	14	19
Three Times	17	10	7	25	19	14	15
Four Times	17	10	7	8	17	5	11
Five Times	4	-	7	-	3	5	3
Six Times	-	-	7	4	6	-	3
Seven or More Times	32	13	17	25	33	29	27
AVERAGE	12	3	7	5	7	4	7

* **CAUTION:** Low Base Numbers

Comments: Respondents from the North West and North East are relatively more likely to have been downhill skiing in the last year than those from other areas.

18c. Have you ever been downhill skiing?

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents who have not downhill skied in last year)	52	56	120	75	125	72	500
	%	%	%	%	%	%	%
Ever Downhill Skied							
Yes	33	39	45	39	43	28	39
No	67	61	55	61	57	72	61

18d. Why have you not been downhill skiing in the last year?

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents who have downhill skied but not in last year)	17*	22*	54	29*	53	20*	195
	%	%	%	%	%	%	%
Reasons for Not Downhill Skiing in the Past Year							
Lack of Time	24	27	28	17	6	15	19
Don't Have Equipment	6	-	2	3	-	-	2
Change in Lifestyle/ No One to Go With	6	-	11	7	17	10	10
Lack of Money/Too Expensive	12	5	19	17	26	15	18
Lack of Snow/Too Far to Go to Find Snow	6	9	7	-	-	5	4
Prefer Cross-Country	6	-	6	-	-	5	3
Too Old/Physically Unable to Ski	18	23	17	10	21	15	17
No Interest/Don't Like It/Too Scary	18	32	9	38	42	45	29
Other	6	5	-	7	-	-	2

* **CAUTION:** Low Base Numbers

Comments: Nearly 40 percent of the respondents who have not been downhill skiing in the last year have actively downhill skied in the past but just not in the last year. The main reasons for not going skiing in the last year were lack of interest, lack of time, and lack of money.

16e. **Do you plan to take up downhill skiing in the future?**

	Area						
	North West	**North East**	**Ed-monton**	**Central**	**Calgary**	**South**	**Total**
BASE (all respondents who have never down-hill skied)	**35***	**34***	**66**	**46**	**72**	**52**	**305**
	%	**%**	**%**	**%**	**%**	**%**	**%**
Plan to Take Up Downhill Skiing							
Yes	**14**	**29**	**14**	**9**	**11**	**6**	**13**
No	**86**	**71**	**86**	**91**	**89**	**94**	**87**

* **CAUTION:** Low Base Numbers

17d. **Have you ever purchased a packaged ski holiday which included accommodation, transportation, and lift pass?**

	Area						
	North West	**North East**	**Ed-monton**	**Central**	**Calgary**	**South**	**Total**
BASE (all who have engaged in downhill skiing in last few vacations)	**23***	**30***	**35***	**31***	**51**	**23***	**193**
	%	**%**	**%**	**%**	**%**	**%**	**%**
Purchased a Ski Package Holiday							
Yes	**17**	**23**	**29**	**19**	**37**	**35**	**28**
No	**83**	**77**	**57**	**81**	**63**	**65**	**69**

* **CAUTION:** Low Base Numbers

Comments: **Nearly 30 percent of downhill skiers had at some time taken a packaged ski holiday.**

SUMMARY OF DOWNHILL SKIING ACTIVITY

BASE (all respondents)	656 %	Figures for British[*] Columbians in ( )
Have downhill skied in past year.	24	(26)
Have downhill skied, but not in past year.	30	(27)
Have never downhill skied, but plan to take it up in the future.	5	(6)
Have never downhill skied and don't plan to in the future.	41	(42)

* **SOURCE:** The B.C. Resident Travel Attitude and Motivation Study

19a. Have you skied cross-country in the last year?

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Skied Cross-Country In Past Year							
Yes	29	40	20	27	17	11	23
No	71	60	80	73	83	89	77

19b. How many times did you go cross-country skiing in the past 12 months?

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents who have cross-country skied in last year)	22*	31*	30*	27*	28*	10*	148
	%	%	%	%	%	%	%
# Times Cross-Country Skied in Past Year							
Once	14	3	13	15	7	30	12
Twice	27	19	20	22	46	20	26
Three Times	27	10	10	22	7	10	14
Four Times	-	7	17	-	11	-	7
Five or More Times	32	61	40	34	29	40	40
Don't Know	-	-	-	7	-	-	1
AVERAGE	5	7	7	5	5	8	6

* **CAUTION:** Low Base Numbers

Comments: Almost exactly the same proportion of Alberta residents have skied cross-country in the past year as have skied downhill.

19c. Have you ever been cross-country skiing?

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents who have not cross-country skied in last year)	53	46	121	72	133	83	508
	%	%	%	%	%	%	%
Ever Cross-Country Skied							
Yes	31	33	22	33	33	18	27
No	69	67	78	67	67	82	73

19d. **Why have you not been cross-country skiing in the last year?**

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents who have cross-country skied but not in last year)	16*	15*	26*	24*	41	15*	137
	%	%	%	%	%	%	%
Reasons for Not Cross-Country Skiing in the Past Year							
Lack of Time	31	33	31	21	34	13	29
Don't Have Equipment	13	13	4	13	5	7	8
Change in Lifestyle/ No One to Go With	6	-	12	4	15	-	8
Lack of Money/Too Expensive	-	13	4	-	7	-	4
Too Cold Last Winter	6	7	8	-	5	-	4
Lack of Snow/Too Far to Go to Find Snow	6	-	4	8	2	33	7
Prefer Downhill/ More Exciting	13	7	8	13	2	-	7
Too Old/Physically Unable to Ski	6	27	12	4	15	27	14
No Interest/Don't Like It/Too Scary	25	27	19	33	27	27	26

* **CAUTION:** Low Base Numbers

Comments: The main reasons for not having been cross-country skiing in the past year were no interest in it/too scary or lack of time.

19e. Do you plan to take up cross-country skiing in the future?

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents who have never cross-country skied)	37*	31*	95	48	92	68	371
	%	%	%	%	%	%	%
Plan to Take Up Cross-Country Skiing							
Yes	17	23	23	10	19	16	18
No	83	77	77	90	81	84	82

* **CAUTION:** Low Base Numbers

SUMMARY OF CROSS-COUNTRY SKIING ACTIVITY

BASE (all respondents)	656	Figures for British* Columbians in ( )
	%	
Have cross-country skied in past year.	23	(20)
Have cross-country skied, but not in past year.	21	(23)
Have never cross-country skied, but plan to take it up in the future.	10	(12)
Have never cross-country skied and don't plan to in the future.	46	(45)

* **SOURCE:** The B.C. Resident Travel Attitude and Motivation Study

iv) Factors Influencing Trips

20. People have identified the following factors as important when deciding to take a trip. Would you please tell me how important each one is for you by rating them on a scale of 1 to 5. If you give a rating of **ONE** you mean that this is NOT AT ALL IMPORTANT to you, up to **FIVE** which means it is of EXTREME IMPORTANCE to you. **(HORIZONTAL PERCENTAGES)**

	Not At All Important (1) %	(2) %	(3) %	(4) %	Extremely Important (5) %	Median
a. To lie in the sun and relax.						
TOTAL SAMPLE	**15**	**13**	**22**	**23**	**28**	**3.0**
North West	17	15	23	20	25	2.8
North East	8	16	22	23	29	3.2
Edmonton	15	13	21	21	30	3.0
Central	16	12	22	25	24	3.0
Calgary	12	11	20	22	35	3.3
South	20	11	26	27	16	2.7
b. To travel to places where I feel secure.						
TOTAL SAMPLE	**8**	**6**	**15**	**26**	**44**	**3.8**
North West	8	9	17	27	39	3.6
North East	9	8	18	29	36	3.5
Edmonton	7	7	16	30	40	3.7
Central	7	8	10	28	47	3.9
Calgary	10	4	15	19	52	4.0
South	4	4	16	29	46	3.9
c. To try new and different experiences.						
TOTAL SAMPLE	**4**	**9**	**21**	**35**	**32**	**3.5**
North West	1	12	16	35	36	3.6
North East	4	5	21	39	31	3.5
Edmonton	5	7	17	35	36	3.6
Central	2	15	16	46	20	3.4
Calgary	3	8	21	27	42	3.7
South	5	8	35	30	22	3.1

20. continued...

d. To get away from it all.

	Not At All Important (1) %	(2) %	(3) %	(4) %	Extremely Important (5) %	Median
TOTAL SAMPLE	**3**	**4**	**10**	**19**	**64**	**4.2**
North West	-	7	9	20	64	4.2
North East	1	1	10	25	62	4.1
Edmonton	3	2	7	19	70	4.3
Central	6	4	10	23	56	4.1
Calgary	3	3	11	12	71	4.3
South	3	8	17	20	52	4.0

e. To visit cultural centres and museums.

	Not At All Important (1) %	(2) %	(3) %	(4) %	Extremely Important (5) %	Median
TOTAL SAMPLE	**19**	**28**	**25**	**18**	**10**	**2.1**
North West	13	32	20	27	8	2.3
North East	16	30	29	14	12	2.1
Edmonton	17	27	29	19	9	2.2
Central	14	39	18	20	8	1.9
Calgary	27	23	29	11	11	2.0
South	19	23	17	25	14	2.5

f. To be together as a family.

	Not At All Important (1) %	(2) %	(3) %	(4) %	Extremely Important (5) %	Median
TOTAL SAMPLE	**4**	**4**	**14**	**17**	**61**	**4.2**
North West	4	4	15	17	60	4.2
North East	4	4	16	26	51	4.0
Edmonton	6	5	15	16	57	4.1
Central	2	5	12	15	67	4.2
Calgary	5	3	15	14	63	4.2
South	1	3	8	19	69	4.3

g. To be surrounded by nature.

	Not At All Important (1) %	(2) %	(3) %	(4) %	Extremely Important (5) %	Median
TOTAL SAMPLE	**3**	**6**	**19**	**33**	**40**	**3.7**
North West	3	11	9	28	49	4.0
North East	3	6	17	35	39	3.7
Edmonton	1	6	20	34	39	3.7
Central	5	4	15	42	34	3.6
Calgary	4	6	22	27	42	3.7
South	1	4	26	31	38	3.6

20. continued...

h. Many water-sports are available.

	Not At All Important (1) %	(2) %	(3) %	(4) %	Extremely Important (5) %	Median
TOTAL SAMPLE	**22**	**19**	**25**	**20**	**14**	**2.4**
North West	27	16	20	24	13	2.4
North East	14	18	25	26	16	2.7
Edmonton	23	23	24	19	11	2.2
Central	25	16	28	15	15	2.3
Calgary	16	19	27	22	16	2.6
South	29	22	23	14	12	2.0

i. Motor-home hook-ups are available.

	Not At All Important (1) %	(2) %	(3) %	(4) %	Extremely Important (5) %	Median
TOTAL SAMPLE	**61**	**11**	**11**	**8**	**9**	**0.8**
North West	60	15	7	8	11	0.8
North East	62	12	10	5	10	0.8
Edmonton	68	11	9	4	7	0.7
Central	58	13	13	8	8	0.9
Calgary	62	9	13	10	6	0.8
South	49	11	13	12	15	1.1

j. The area has an interesting history.

	Not At All Important (1) %	(2) %	(3) %	(4) %	Extremely Important (5) %	Median
TOTAL SAMPLE	**14**	**19**	**32**	**22**	**13**	**2.5**
North West	8	19	32	29	12	2.7
North East	17	21	38	16	9	2.3
Edmonton	20	23	24	21	13	2.3
Central	10	18	32	32	8	2.7
Calgary	17	17	32	16	18	2.5
South	8	16	38	22	17	2.7

k. All activities are in one place.

	Not At All Important (1) %	(2) %	(3) %	(4) %	Extremely Important (5) %	Median
TOTAL SAMPLE	**23**	**24**	**24**	**18**	**12**	**2.2**
North West	27	23	25	20	5	2.0
North East	25	30	18	12	16	1.8
Edmonton	20	27	24	19	11	2.1
Central	27	24	18	21	9	2.0
Calgary	22	21	27	14	16	2.3
South	19	23	27	20	11	2.3

20. continued...

	Not At All Important (1) %	(2) %	(3) %	(4) %	Extremely Important (5) %	Median
l. The destination is within a four hou. drive from home.						
TOTAL SAMPLE	**38**	**18**	**19**	**11**	**13**	**1.7**
North West	53	15	11	11	11	0.9
North East	33	18	29	10	10	1.9
Edmonton	45	17	17	12	9	1.3
Central	41	17	14	12	15	1.5
Calgary	33	18	19	11	19	1.9
South	26	22	29	12	12	2.1
m. Packaged holidays to the area are available.						
TOTAL SAMPLE	**42**	**18**	**21**	**12**	**7**	**1.4**
North West	43	28	20	7	3	1.3
North East	38	22	25	14	1	1.6
Edmonton	39	17	24	13	7	1.6
Central	52	13	16	11	8	1.0
Calgary	39	15	21	15	11	1.8
South	45	20	17	10	8	1.3
n. There are plenty of activities for children.						
TOTAL SAMPLE	**37**	**7**	**14**	**18**	**23**	**2.4**
North West	37	3	13	21	25	2.8
North East	30	7	18	18	27	2.7
Edmonton	37	9	19	14	21	2.2
Central	37	11	13	19	19	2.2
Calgary	38	4	11	22	26	2.8
South	42	5	13	17	22	2.2
o. The area is peaceful and quiet.						
TOTAL SAMPLE	**5**	**8**	**22**	**28**	**36**	**3.5**
North West	5	7	20	37	31	3.5
North East	4	7	29	31	30	3.3
Edmonton	5	14	23	27	33	3.3
Central	6	5	15	39	34	3.6
Calgary	8	7	24	20	42	3.6
South	[illegible]	5	23	24	45	3.8

20. continued...

	Not At All Important (1) %	(2) %	(3) %	(4) %	Extremely Important (5) %	Median
p. The weather is reliable.						
TOTAL SAMPLE	5	6	17	29	43	3.8
North West	1	5	21	32	40	3.7
North East	5	14	20	22	38	3.5
Edmonton	3	6	15	31	44	3.8
Central	5	6	15	40	33	3.6
Calgary	6	3	18	24	49	4.0
South	5	2	16	28	48	4.0
q. Good night-life is available.						
TOTAL SAMPLE	24	16	23	20	17	2.4
North West	19	15	23	27	17	2.7
North East	17	23	20	26	14	2.5
Edmonton	24	13	27	18	19	2.5
Central	27	16	18	23	15	2.4
Calgary	20	19	24	17	20	2.5
South	36	14	25	15	10	2.0
r. Luxurious accommodations are available.						
TOTAL SAMPLE	25	22	23	18	12	2.1
North West	29	25	16	19	11	1.8
North East	26	21	20	27	7	2.2
Edmonton	24	23	21	23	11	2.1
Central	30	20	24	14	11	2.0
Calgary	21	20	28	14	17	2.3
South	25	22	28	12	14	2.1
s. It can be booked through a Travel Agency.						
TOTAL SAMPLE	35	18	19	18	10	1.8
North West	36	24	16	15	9	1.6
North East	35	20	18	22	5	1.8
Edmonton	29	22	20	23	7	2.0
Central	39	12	18	18	12	1.9
Calgary	33	15	20	18	14	2.1
South	40	21	18	11	10	1.5

20. continued...

	Not At All Important (1) %	(2) %	(3) %	(4) %	Extremely Important (5) %	Median
t. Food and accommodation are inexpensive.						
TOTAL SAMPLE	**3**	**5**	**26**	**32**	**33**	**3.5**
North West	8	7	21	25	39	3.6
North East	5	10	21	36	27	3.4
Edmonton	1	6	32	33	28	3.3
Central	4	3	28	29	25	3.4
Calgary	3	4	24	25	44	3.8
South	1	2	27	36	34	3.6
u. To be on or near the seashore.						
TOTAL SAMPLE	**18**	**17**	**26**	**21**	**18**	**2.6**
North West	26	12	26	20	16	2.5
North East	25	10	31	22	12	2.5
Edmonton	17	17	25	19	21	2.6
Central	25	19	21	19	15	2.3
Calgary	10	14	26	26	24	3.0
South	16	28	30	14	11	2.2
v. Gourmet restaurants are available.						
TOTAL SAMPLE	**24**	**22**	**26**	**16**	**12**	**2.2**
North West	29	23	17	16	15	1.3
North East	22	31	22	20	5	1.9
Edmonton	21	21	26	19	14	2.3
Central	24	28	27	14	6	1.9
Calgary	22	18	28	14	17	2.4
South	31	18	28	12	11	2.0

20. continued...

Comments: The factors which are the most important to Albertans when taking trips are in order of importance:

- To get away from it all.
- To be together as a family.
- To travel to places where they feel secure.
- The weather is reliable.
- To be surrounded by nature.
- The area is peaceful and quiet.
- Food and accommodation are inexpensive.
- To try new and different experiences.

The factors that are least important include:

- Packaged holidays are important.
- The destination is within a 4 hour drive from home.
- It can be booked through a travel agency.
- Luxurious accommodations are available.
- To visit cultural centres and museums.

v) B.C. Specifically

21a. Now I would like you to think about vacations in British Columbia. What first comes to mind when you think of B.C.? **(MULTIPLE RESPONSE)**

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Top-of-Mind British Columbia							
Vancouver	3	1	5	2	11	7	5
Victoria	1	-	7	1	6	5	4
Okanagan/Okanagan Valley	9	5	10	10	12	7	10
Other Specific Areas/Towns	1	5	6	9	6	11	7
Good/Warm/Sunny Weather	8	13	9	8	6	5	8
Beautiful Scenery/ Nature	8	16	12	8	8	9	10
Ocean	12	8	9	8	8	4	8
Lakes/Clean/Clear Blue	4	3	4	4	4	-	3
Mountains	19	25	13	20	15	23	18
Water	1	4	2	4	2	2	2
Fruit/Fruit Season	7	3	6	4	3	7	5
Scenic Gardens/ Flowers/Trees	5	3	3	3	6	8	4
Outdoors/Sports Activities	4	5	1	2	1	3	2
Fishing	8	3	3	4	3	3	4

21a. continued...

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents)	75	77	151	99	161	93	656
	%	%	%	%	%	%	%
Top-of-Mind British Columbia							
Recalled Slogans/ Beautiful B.C./Super Natural	-	1	1	1	1	-	1
Family/Friends	4	3	2	4	3	1	3
Rain/Dampness/Wet	-	1	1	2	3	1	1
Expensive/High Gasoline Prices/Taxes	-	-	1	-	1	2	1
Other	5	1	5	5	4	2	4
Don't Know	-	1	1	-	-	1	1

Comments: Mountains were the main feature of British Columbia, which spontaneously came to mind. However, this was only mentioned by 18 percent, with others mentioning a wide divergence of different aspects.

21b. **What do you feel are the strongest attractions about going there? (MULTIPLE RESPONSE)**

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Strongest Attractions About B.C.							
Good Weather/Sunny Warm	28	34	36	34	34	26	33
Beautiful Scenery/ Countryside	24	36	42	33	36	48	38
Beautiful Mountains	17	26	17	13	17	17	18
Ocean/Beaches/Seashore	19	16	17	16	21	16	18
Beautiful Parks/ Gardens	-	7	1	9	4	13	5
Nature/Outdoors/ Fresh Air	7	9	7	7	6	8	7
Nice Lakes	7	7	4	7	10	8	7
Water	4	1	6	3	11	4	6
Fresh Fruit/Picking Fruit	16	12	9	11	7	14	11
Lots/Good Variety of Things to Do	3	4	9	3	4	2	5
Good Outdoor/Sports Activities	4	7	3	8	6	8	6
Have Family/Friends in B.C./Like to Visit	12	14	13	15	18	10	14
Good Atmosphere/ Relaxing/Quiet	3	3	6	2	11	3	5
Nice/Friendly People	7	7	3	3	4	3	4

21b. continued...

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Strongest Attractions About B.C.							
Good Night Life/ Dancing	3	-	1	-	1	1	1
Nice Restaurants/ Good Food	-	4	1	-	3	3	2
Good Accommodation/ Not Too Expensive/ Readily Available	1	-	1	-	2	3	1
Fishing/Plenty Of/ Good Fishing	7	3	3	3	7	10	5
Many Places of Interest/Tourist Attractions	3	4	2	3	4	2	3
Specific Area Named	3	7	-	3	1	3	2
Change of Scenery/ Never Seen Before/ Chance to Get Away	4	3	1	3	2	1	2
Nothing/None	1	3	1	2	1	-	1
Other	11	4	5	3	4	10	6
Don't Know	-	-	3	3	3	-	2

Comments: The strongest attractions about visiting B.C. are the scenery and the weather, while the mountains and beaches are also important. Respondents from the North East particularly mentioned the mountains, while those from the South are relatively more likely to mention beautiful scenery and fishing than those from other areas.

21b. **What do you feel are the strongest attractions about going there? (MULTIPLE RESPONSE)**

BY

23a. **How many pleasure trips of longer than one night have you taken to British Columbia in the last 5 years?**

	Q.23a # Trips to B.C. in Last 5 Years							
	None	1	2	3	4	5	6-10	Over 10
BASE (all respondents)	112 %	92 %	97 %	98 %	58 %	60 %	66 %	73 %
Strongest Attractions About B.C.								
Good Weather/Sunny Warm	19	30	33	40	43	33	36	34
Beautiful Scenery/ Countryside	40	40	42	34	38	40	35	29
Beautiful Mountains	13	24	22	16	21	8	15	19
Ocean/Beaches/Seashore	15	21	16	19	17	10	20	23
Beautiful Parks/ Gardens	5	7	5	4	3	5	5	7
Nature/Outdoors/ Fresh Air	6	9	6	6	10	8	9	3
Nice Lakes	3	4	7	8	17	7	6	8
Water	5	5	4	4	7	3	11	8
Fresh Fruit/Picking Fruit	12	14	10	9	16	8	12	4
Lots/Good Variety of Things to Do	4	2	3	3	5	7	6	10
Good Outdoor/Sports Activities	5	5	5	5	7	5	8	6
Have Family/Friends in B.C./Like to Visit	8	11	12	15	12	18	24	16
Good Atmosphere/ Relaxing/Quiet	5	2	1	8	3	10	8	8
Nice/Friendly People	2	5	6	3	9	3	3	3

21b. BY 23a.
continued...

	Q.23a # Trips to B.C. in Last 5 Years							
	None	**1**	**2**	**3**	**4**	**5**	**6-10**	**Over 10**
BASE (all respondents)	112	92	97	98	58	60	66	73
	%	%	%	%	%	%	%	%
Strongest Attractions About B.C.								
Good Night Life/ Dancing	1	1	1	1	3	-	-	1
Nice Restaurants/ Good Food	3	1	1	3	-	2	2	1
Good Accommodation/ Not Too Expensive/ Readily Available	1	-	1	3	-	-	2	3
Fishing/Plenty Of/ Good Fishing	8	7	3	5	3	5	2	8
Many Places of Interest/Tourist Attractions	4	2	4	4	3	2	2	3
Specific Area Named	3	5	3	1	-	2	2	1
Change of Scenery/ Never Seen Before/ Chance to Get Away	4	1	1	3	-	2	2	4
Nothing/None	3	-	3	1	-	-	-	1
Other	5	2	4	6	9	5	3	11

Comments: Respondents who have visited B.C. many times in the last 5 years are more likely to give family/friends in B.C. and lots of things to do as primary attractions than those visiting less often.

Those who have not visited B.C. at all in the last 5 years do not mention the good weather, the ocean, or the lakes nearly as often as those who have visited. Possibly they are less aware of these attractive features of B.C. and greater emphasis could be put on these areas in future advertising.

21b. **What do you feel are the strongest attractions about going there? (MULTIPLE RESPONSES)**

BY

23b. **When was the last time you took a pleasure trip of longer than one night to British Columbia?**

	Q.23b Last Trip to B.C.				
	Under 1 Year Ago	1 - 2 Years Ago	3 - 5 Years Ago	Over 5 Years Ago	Never
BASE (all respondents)	271 %	168 %	110 %	42 %	65 %
Strongest Attractions About B.C.					
Good Weather/Sunny Warm	34	38	35	17	20
Beautiful Scenery/ Countryside	33	44	36	40	42
Beautiful Mountains	16	19	25	10	16
Ocean/Beaches/Seashore	20	17	17	14	14
Beautiful Parks/ Gardens	6	4	6	10	3
Nature/Outdoors/ Fresh Air	6	10	7	7	3
Nice Lakes	8	8	6	2	3
Water	7	5	6	2	5
Fresh Fruit/Picking Fruit	5	16	17	14	6
Lots/Good Variety of Things to Do	6	5	2	7	3
Good Outdoor/Sports Activities	8	4	4	2	6
Have Family/Friends in B.C./Like to Visit	19	10	16	12	5
Good Atmosphere/ Relaxing/Quiet	7	5	3	2	5
Nice/Friendly People	4	5	4	-	3

21b. **BY 23b.**
continued...

	Q.23b Last Trip to B.C.				
	Under 1 Year Ago	1 - 2 Years Ago	3 - 5 Years Ago	Over 5 Years Ago	Never
BASE (all respondents)	271	168	110	42	65
	%	%	%	%	%
Strongest Attractions About B.C.					
Good Night Life/ Dancing	1	2	1	-	2
Nice Restaurants/ Good Food	2	2	2	-	2
Good Accommodation/ Not Too Expensive/ Readily Available	1	2	1	-	-
Fishing/Plenty Of/ Good Fishing	5	4	6	5	9
Many Places of Interest/Tourist Attractions	3	3	3	5	3
Specific Area Named	2	2	4	-	5
Change of Scenery/ Never Seen Before/ Chance to Get Away	2	2	1	5	3
Nothing/None	-	1	2	5	2
Other	6	8	3	5	5

Comments: Those who have never visited B.C. are well aware of the beautiful scenery offered by the Province, but mention less often the good weather, the ocean, and the lakes. These people also mention they have relatives/friends in B.C. less often than those who have recently visited the Province.

21c. **What do you feel are the least attractive aspects of British Columbia as a place to go on vacation? (MULTIPLE RESPONSE)**

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents)	75	77	151	99	161	93	656
	%	%	%	%	%	%	%
Least Attractive Aspects of B.C.							
Too Large/Crowded/ Too Many People	1	3	6	6	7	4	5
Unpredictable Weather/ Rainy	17	17	14	9	19	14	15
Dislike City Atmosphere/Unsafe Feeling	4	3	3	1	2	2	2
Poor Accommodation/ Lack Of/Crowded	1	-	1	1	2	-	1
High Cost of Accommodation	1	1	1	-	3	-	1
Gas is too Expensive	-	3	5	1	13	13	7
Sales Tax/Provincial Sales Tax	11	1	7	10	17	13	11
Generally Expensive	8	-	6	2	12	2	6
Too Far Away/Takes too Long to Get There	8	13	11	6	5	3	8
Bad Road Conditions/ Long/Crowded Highways	25	18	13	18	9	11	15
Compulsory Seat Belt Regulation	-	1	1	-	-	1	1
Traffic Laws/Low Speed Limits	1	1	1	1	1	-	1
Poor Ferry Service/ Expensive	-	1	-	-	3	1	1

21c. continued...

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Least Attractive Aspects of B.C.							
Unemployment	3	1	1	-	-	-	1
Labour Disputes/ Strikes	-	-	1	1	2	2	1
Government/Socreds	-	1	1	-	-	1	1
Lumber Mills/Logging Ruins Landscape/ Smells	-	1	1	2	3	2	2
Environmental Problems/Landslides/ Pollution	4	4	3	2	1	5	3
Too Hot/Dry	-	1	1	-	3	1	1
Unfriendly People/ Poor Attitude Toward Tourists	1	-	1	2	3	5	2
Dislike Mountains/ Too High/Feel Closed In	-	4	-	3	1	1	1
Nothing New/Have Seen Before/Boring	1	-	1	1	-	-	1
Nothing	23	30	26	25	22	23	24
Other	-	5	3	4	2	4	3
Don't Know	4	3	4	5	[illegible]	13	6

Comments: The unpredictable weather and bad road conditions are considered the least attractive aspects of B.C., followed closely by sales taxes. Regionally, those from the North West are particularly concerned about the bad roads, while those from Calgary are most concerned about the expense of visiting B.C. in terms of gas prices and sales taxes.

21c. What do you feel are the least attractive aspects of British Columbia as a place to go on vacation? (MULTIPLE RESPONSE)

BY

23a. How many pleasure trips of longer than one night have you taken to British Columbia in the last 5 years?

	Q.23a # Trips to B.C. in Last 5 Years			
	None	1 or 2	3, 4, or 5	6 and Over
BASE (all respondents)	112	189	216	139
	%	%	%	%
Least Attractive Aspects of B.C.				
Too Large/Crowded/ Too Many People	3	6	6	4
Unpredictable Weather/ Rainy	24	13	12	17
Dislike City Atmosphere/Unsafe Feeling	5	2	1	2
Poor Accommodation/ Lack Of/Crowded	-	2	1	1
High Cost of Accommodation	2	1	2	1
Gas is too Expensive	3	5	7	12
Sales Tax/Provincial Sales Tax	5	12	9	14
Generally Expensive	5	5	6	9
Too Far Away/Takes too Long to Get There	4	6	12	7
Bad Road Conditions/ Long/Crowded Highways	11	14	18	14
Compulsory Seat Belt Regulation	-	1	1	-
Traffic Laws/Low Speed Limits	2	-	1	1
Poor Ferry Service/ Expensive	2	1	-	3

21c. **BY 23a.**
continued...

	Q.23a # Trips to B.C. in Last 5 Years			
	None	1 or 2	3, 4, or 5	6 and Over
BASE (all respondents)	112	189	216	139
	%	%	%	%
Least Attractive Aspects of B.C.				
Unemployment	-	1	-	2
Labour Disputes/ Strikes	-	-	1	4
Government	-	1	-	1
Lumber Mills/Logging Ruins Landscape/ Smells	1	2	1	3
Environmental Problems/Landslides/ Pollution	1	4	3	3
Too Hot/Dry	1	1	1	2
Unfriendly People/ Poor Attitude Toward Tourists	1	3	2	4
Dislike Mountains/ Too High/Feel Closed In	2	1	2	1
Nothing New/Have Seen Before/Boring	-	1	1	1
Nothing	31	25	25	17
Other	3	3	3	3

Comments: Those Albertans who have visited B.C. many times are particularly aware of unattractive aspects of the Province. The expense is the main complaint of these people, in terms of gas prices and sales taxes.

21c. What do you feel are the least attractive aspects of British Columbia as a place to go on vacation? **(MULTIPLE RESPONSE)**

BY

23b. When was the last time you took a pleasure trip of longer than one night to British Columbia?

	Q.23b Last Trip to B.C.				
	Under 1 Year Ago	1 - 2 Years Ago	3 - 5 Years Ago	Over 5 Years Ago	Never
BASE (all respondents)	271	168	110	42	65
	%	%	%	%	%
Least Attractive Aspects of B.C.					
Too Large/Crowded/ Too Many People	5	5	6	5	2
Unpredictable Weather/ Rainy	16	11	12	19	25
Dislike City Atmosphere/Unsafe Feeling	2	1	1	7	6
Poor Accommodation/ Lack Of/Crowded	1	1	2	-	-
High Cost of Accommodation	2	1	1	5	-
Gas is too Expensive	10	7	3	2	3
Sales Tax/Provincial Sales Tax	14	10	6	7	5
Generally Expensive	6	7	6	5	5
Too Far Away/Takes too Long to Get There	8	9	9	-	5
Bad Road Conditions/ Long/Crowded Highways	16	18	12	7	11
Compulsory Seat Belt Regulation	1	1	-	-	-
Traffic Laws/Low Speed Limits	-	2	1	-	2
Poor Ferry Service/ Expensive	2	-	1	2	2

21c. **BY 23b.**
continued...

	Q.23b Last Trip to B.C.				
	Under 1 Year Ago	1 - 2 Years Ago	3 - 5 Years Ago	Over 5 Years Ago	Never
BASE (all respondents)	271 %	168 %	110 %	42 %	65 %
Least Attractive Aspects of B.C.					
Unemployment	1	1	1	-	-
Labour Disputes/ Strikes	3	-	-	-	-
Government	1	1	-	-	-
Lumber Mills/Logging Ruins Landscape/ Smells	2	1	2	-	2
Environmental Problems/Landslides/ Pollution	3	5	3	-	2
Too Hot/Dry	2	-	1	-	2
Unfriendly People/ Poor Attitude Toward Tourists	4	1	2	2	-
Dislike Mountains/ Too High/Feel Closed In	1	1	1	-	3
Nothing New/Have Seen Before/Boring	-	1	1	-	-
Nothing	19	24	30	33	32
Other	3	5	-	5	2

Comments: For those who have never visited B.C. the unpredictable weather is considered the least attractive aspect of the Province. However, amongst those who have visited recently the main complaints center around the bad roads and the expense of gas and sales taxes.

22. What part or area of British Columbia first comes to mind when you think of B.C.?

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents)	75	77	151	99	161	93	656
	%	%	%	%	%	%	%
Top-of-Mind Area in British Columbia							
Lower Mainland/ Fraser Valley	5	4	1	4	4	-	3
Vancouver	12	17	24	11	24	24	**20**
Victoria	3	9	11	10	8	12	**9**
Vancouver Island (specific)	7	8	6	7	4	8	6
Other Vancouver Island	3	-	1	3	2	1	2
Sunshine Coast/ Powell River	5	3	3	4	3	3	3
Shuswap	1	-	3	1	6	-	2
Okanagan (specific)	**24**	17	19	21	19	13	**19**
Kelowna	9	**13**	12	6	9	11	**10**
Penticton	5	**9**	5	4	3	8	5
Vernon	1	1	1	1	5	-	2
(TOTAL OKANAGAN)	**(39)**	**(40)**	**(37)**	**(32)**	**(36)**	**(32)**	**(36)**
Central B.C./Interior	5	3	1	7	2	3	3
Kamloops	3	4	1	1	1	3	2
Kootenays	3	3	4	8	8	**10**	6
Radium Hot Springs	-	1	1	3	1	1	1
Fairmont Hot Springs	-	-	1	5	1	1	1
Revelstoke	-	1	-	1	-	2	1

22. continued...

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents)	75	77	151	99	161	93	656
	%	%	%	%	%	%	%
Top-of-Mind Area in British Columbia							
Cariboo/Northern B.C.	8	1	1	1	1	-	2
Other Areas	1	3	1	-	1	-	1
Don't Know	1	1	1	-	-	-	1

Comments: Vancouver and the Okanagan are the two parts of B.C. most often mentioned, followed by Kelowna and Victoria. Regionally, respondents from the southern parts of Alberta are more likely to mention the Kootenays, while those from the North West mention Cariboo/Northern B.C. particularly often.

23a. How many pleasure trips of longer than one night have you taken to British Columbia in the last 5 years?

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Pleasure Trips to B.C. in Last 5 Years							
None	**19**	**21**	**20**	13	14	17	17
One	12	10	12	18	15	16	14
Two	12	18	21	16	11	11	15
Three	17	18	17	14	11	15	15
Four	12	10	5	11	8	11	9
Five	11	10	6	10	10	10	9
Six to Ten	8	10	10	8	11	13	10
Over Ten	9	1	10	9	**21**	8	11
MEDIAN # TRIPS	2.4	2.1	1.9	2.2	2.9	2.4	2.3

Comments: Only 17 percent of Albertans have not visited B.C. at all in the last 5 years. This proportion is higher amongst those living in the northern parts of the province than in other areas. Over a fifth of Calgary respondents have visited B.C. more than ten times in the last 5 years.

23b. When was the last time you took a pleasure trip of longer than one night to British Columbia?

	Area						
	North West	North East	Ed- monton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Last Pleasure Trip to B.C.							
Under 1 Year Ago	36	35	36	42	49	45	41
1 - 2 Years Ago	24	30	31	27	19	25	26
3 - 5 Years Ago	21	17	14	17	18	15	17
6 - 10 Years Ago	4	5	5	3	3	4	4
Over 10 Years Ago	3	1	3	4	1	3	2
Never	12	12	12	6	10	8	10

Comments: Ten percent of Albertans have never taken a pleasure trip of longer than one night to British Columbia. In total 41 percent had taken a trip to B.C. within the last year, while amongst Calgary respondents this figure was 49 percent.

23c. **And where in B.C. did you visit on that last occasion? (MULTIPLE RESPONSE)**

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all ever visited B.C.)	66 %	68 %	133 %	93 %	145 %	86 %	591 %
Places Visited							
Vancouver & Lower Mainland	30	28	34	28	31	29	**31**
Victoria	15	10	**21**	**24**	15	19	18
Vancouver Island (excluding Victoria)	17	12	16	12	10	9	13
The Okanagan/Shuswap/ Similkameen	**42**	40	**44**	39	40	29	**39**
South Western B.C./ Fraser Valley (excluding Vancouver)	3	3	1	1	5	5	3
Kootenay Country	3	7	3	8	9	**21**	8
Thompson/High Country	6	6	1	7	4	5	4
Cariboo/Chilcotin	3	2	1	1	-	1	1
North by North West	11	3	5	2	2	-	4
Peace River	2	2	-	-	1	1	1
B.C. Rockies	-	7	11	7	14	**16**	10

Comments: The Okanagan and Vancouver are the two main areas of B.C. visited by Albertans. The Kootenays and the Rockies are particularly popular destinations for Southern Albertans, while Victoria and Vancouver Island are of relatively greater importance to respondents from the Edmonton and Central areas.

23c. And where in B.C. did you visit on that last occasion?
(MULTIPLE RESPONSE)

BY

23b. When was the last time you took a pleasure trip of longer than one night to British Columbia?

	Q.23b Last Trip to B.C.			
	Under 1 Year Ago	1 - 2 Years Ago	3 - 5 Years Ago	Over 5 Years Ago
BASE (all ever visited B.C.)	271	168	110	42
	%	%	%	%
Places Visited				
Vancouver & Lower Mainland	**33**	**24**	**34**	**33**
Victoria	17	17	19	21
Vancouver Island (excluding Victoria)	13	11	14	14
The Okanagan/Shuswap/ Similkameen	**35**	**45**	**43**	**36**
South Western B.C./ Fraser Valley (excluding Vancouver)	3	3	4	2
Kootenay Country	11	8	4	7
Thompson/High Country	4	4	6	7
Cariboo/Chilcotin	-	2	1	2
North by North West	3	4	5	5
Peace River	1	1	-	-
B.C. Rockies	13	11	4	5

Comments: The Vancouver area and the Okanagan are the most popular areas for travelling, both for recent visitors and for those who visited over 5 years ago. An interesting aspect of the table is that recent travellers are more likely to have visited the Kootenays and the Rockies than those from longer ago.

24a. What was the main purpose of your last pleasure trip to British Columbia? Was it:

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all ever visited B.C.)	66 %	68 %	133 %	93 %	145 %	86 %	591 %
Purpose of Last Pleasure Trip to B.C.							
To visit friends or relatives.	21	21	17	12	21	21	18
To take a vacation.	30	39	49	39	43	49	43
Both visiting friends or relatives and taking a vacation.	49	40	35	49	36	30	39

Comments: Visiting friends and relatives is given as the main purpose for their last trip to B.C. by about 1 in 5 respondents, while about twice that proportion combine a vacation with visiting friends and relatives.

24b. In which season did you last visit British Columbia?

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all ever visited B.C.)	66 %	68 %	133 %	93 %	145 %	86 %	591 %
Season Visited B.C.							
Spring	18	16	**26**	**25**	24	20	23
Summer	44	**65**	57	57	50	49	54
Fall	**20**	6	11	8	15	**20**	13
Winter	**18**	13	5	10	11	12	10

Comments: Half of Albertans last trips to B.C. were during the summer months, while a quarter visited in spring. There are interesting regional differences, respondents from the North West were more likely than others to have visited B.C. in the fall and winter periods, while Edmonton and Central visitors visit relatively more often in the spring. North Easterners are much more likely to visit in the summer than those from other areas.

23c. And where in B.C. did you visit on that last occasion?
(MULTIPLE RESPONSE)

BY

24b. In which season did you last visit British Columbia?

	Spring	Summer	Fall	Winter
BASE (all ever visited B.C.)	133 %	317 %	77 %	64 %
Vancouver & Lower Mainland	**43**	25	**38**	25
Victoria	23	16	21	13
Vancouver Island (excluding Victoria)	17	11	10	14
Okanagan/Shuswap	21	**52**	29	30
South Western B.C.	2	2	9	5
Kootenay Country	9	6	10	**14**
Thompson/High Country	3	4	8	2
Cariboo/Chilcotin	2	1	1	-
North by North West	6	4	1	-
Peace River	1	-	1	2
B.C. Rockies	10	10	8	**14**

Comments: Vancouver is particularly important as a destination in the Spring and Fall periods, but in the Summer the Okanagan is the most visited destination in B.C. The Kootenays and the B.C. Rockies are of relatively greater importance in the Winter months because these are important skiing destinations.

24a. What was the main purpose of your last pleasure trip to British Columbia?

BY

24b. In which season did you last visit British Columbia?

	Spring	Summer	Fall	Winter
BASE (visitors to B.C.)	133 %	317 %	77 %	64 %
Purpose of Last Pleasure Trip to B.C.				
To visit friends or relatives.	**29**	13	22	17
To take a vacation.	31	**49**	34	**45**
Both visiting friends or relatives and taking a vacation.	40	38	44	36

Comments: Trips to B.C. in the spring and fall are more likely to involve visiting friends and relatives than those taken in the summer and winter.

24c. And was any part of your last trip to British Columbia booked through a travel agent?

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all ever visited B.C.)	66 %	68 %	133 %	93 %	145 %	86 %	591 %
Booked Through a Travel Agent							
Yes	15	10	12	3	10	12	10
No	85	90	88	96	90	88	89

24b. In which season did you last visit British Columbia?

BY

24c. Was any part of your last trip to British Columbia booked through a travel agent?

	Q.24c Booked Through a Travel Agent	
	Yes	No
BASE (all ever visited B.C.)	60	530
	%	%
Season Visited B.C.		
Spring	**38**	21
Summer	32	56
Fall	8	14
Winter	**22**	10

Comments: Only 10 percent of last trips to B.C. were booked through a travel agent. Spring trips and winter trips were relatively more likely to be booked through travel agents than those in the summer and fall.

25a. How likely are you to visit British Columbia on vacation in the next year or so? Would that be:

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents)	75	77	151	99	161	93	656
	%	%	%	%	%	%	%
Very Likely	43	40	50	32	46	33	42
Quite Likely	35	36	22	39	27	39	31
Not Very Likely	15	22	21	17	18	24	19
Not At All Likely	8	-	8	11	9	4	7
% Very or Quite Likely	**78**	**76**	72	71	73	72	73

Comments: Nearly three-quarters of Albertans expect to visit B.C. on vacation in the next year or so. Those from the North West and North East are marginally more likely to visit than those from other areas.

25b. Why are you not likely to visit British Columbia in the next year or so?

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all not likely to visit B.C.)	17* %	17* %	43 %	28* %	43 %	26* %	174 %
Have Made Plans to Travel/Visit Other Places	6	35	21	21	21	23	21
Familiar With/Seen Before/Prefer Other Places	6	12	2	7	19	12	10
Working/Won't Get Holidays	24	6	14	11	9	4	11
Too Expensive/Can't Afford	35	18	12	29	28	19	22
Too Busy/Won't Have Time	6	-	7	14	14	4	9
No Family/Friends There	-	6	2	4	7	12	5
Hard to Travel/Have Young Children/In Poor Health	-	6	21	7	5	35	13
No Specific Reason	12	6	2	4	5	-	4
General Dislike/ Boring/Unfriendly	6	-	5	4	2	-	3
Other	-	-	-	7	2	4	2
Don't Know	18	12	19	-	7	-	9

* **CAUTION:** Low Base Numbers

Comments: The main specific reason for being unlikely to travel to B.C. on vacation was the expense, though possibly these people could not afford a holiday to any destination.

26. Next, I would like to find out how appealing particular areas of British Columbia are to you as vacation destinations.

I would like you to rate each area, on a scale of 1 to 5, where **ONE** means the area has no appeal as a vacation destination, up to **FIVE** which means it has great appeal.

		Area						
		North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents)		75 %	77 %	151 %	99 %	161 %	93 %	656 %
Rating of Different Areas in British Columbia								
a. **Vancouver**								
(1)	No Appeal	20	5	13	13	7	4	10
(2)	Little Appeal	5	8	8	12	8	12	9
(3)	Neither	17	25	18	21	22	36	23
(4)	Some Appeal	23	20	24	24	29	23	24
(5)	Great Appeal	29	**39**	34	22	31	22	30
	Don't Know	5	4	3	7	3	4	4
	MEDIAN	3.2	**3.6**	3.4	3.0	3.4	2.9	3.3
b. **Vancouver Island (excluding Victoria)**								
(1)	No Appeal	4	4	5	7	2	4	4
(2)	Little Appeal	4	7	2	3	6	1	4
(3)	Neither	16	22	18	9	24	29	20
(4)	Some Appeal	28	27	37	29	30	33	32
(5)	Great Appeal	36	35	31	37	34	29	34
	Don't Know	12	5	7	14	4	3	7
	MEDIAN	3.7	3.6	3.6	3.8	3.5	3.4	3.6
c. **Victoria**								
(1)	No Appeal	7	3	2	7	3	3	4
(2)	Little Appeal	3	8	2	2	9	1	4
(3)	Neither	20	20	17	13	16	25	18
(4)	Some Appeal	23	29	27	30	29	30	28
(5)	Great Appeal	41	34	**46**	32	40	40	40
	Don't Know	7	8	7	15	4	1	7
	MEDIAN	3.6	3.5	**4.0**	3.7	3.7	3.7	3.8

26. continued...

		Area						
		North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all respondents)		75	77	151	99	161	93	656
		%	%	%	%	%	%	%
Rating of Different Areas in British Columbia								
d.	**The Okanagan/ Shuswap**							
(1)	No Appeal	5	3	3	4	1	1	3
(2)	Little Appeal	-	4	1	-	1	3	2
(3)	Neither	15	10	14	12	19	19	15
(4)	Some Appeal	28	26	27	37	28	33	30
(5)	Great Appeal	51	53	50	41	50	39	48
	Don't Know	1	4	4	5	2	4	3
	MEDIAN	4.0	4.1	4.0	3.8	4.0	3.7	3.9
e.	**The Panorama, Radium Area, and The Kootenays**							
(1)	No Appeal	7	7	10	9	4	2	6
(2)	Little Appeal	4	4	2	2	10	4	5
(3)	Neither	20	17	23	22	29	28	24
(4)	Some Appeal	31	33	38	28	30	37	33
(5)	Great Appeal	28	25	17	26	23	23	23
	Don't Know	11	16	11	12	4	7	9
	MEDIAN	3.5	3.4	3.3	3.4	3.2	3.4	3.3
f.	**The Cariboo**							
(1)	No Appeal	20	9	15	10	8	11	12
(2)	Little Appeal	8	4	7	7	14	14	10
(3)	Neither	13	25	30	22	29	32	26
(4)	Some Appeal	13	17	11	13	16	8	13
(5)	Great Appeal	21	8	7	13	7	5	9
	Don't Know	24	38	31	34	26	30	30
	MEDIAN	2.8	2.7	2.4	2.7	2.5	2.3	2.5

26. continued...

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents)	75	77	151	99	161	93	656
	%	%	%	%	%	%	%
Rating of Different Areas in British Columbia							
g. **Northern B.C.**							
(1) No Appeal	20	12	16	13	16	17	16
(2) Little Appeal	8	8	12	10	19	19	14
(3) Neither	19	23	31	21	30	26	26
(4) Some Appeal	15	21	11	10	15	15	14
(5) Great Appeal	21	16	7	12	7	3	10
Don't Know	17	21	24	33	13	19	21
MEDIAN	**2.7**	**2.9**	2.3	2.5	2.3	2.2	2.4

Comments: Of the seven areas of B.C. suggested to respondents, The Okanagan/Shuswap area is the one with the most general appeal to Albertans. Victoria and the rest of Vancouver Island come second and third. The Cariboo and Northern areas are the two with the least general appeal and are also those areas with the highest proportion of "don't knows", which implies that Albertans do not know much about these areas.

Vancouver has relatively more appeal to North Eastern respondents than to others, while Victoria is particularly popular with those from the Edmonton area.

27. Why do you find ______________ unappealing?

	(a)	(b)	(c)	(d)	(e)	(f)	(g)
	Vancouver	Vancouver Island (excluding Victoria)	Victoria	The Okanagan/ Shuswap	The Panorama, Radium Area, and the Kootenays	The Cariboo	Northern B.C.
BASE (all rating area as unappealing)	124	52	52	27*	73	138	191
	%	%	%	%	%	%	%
Why ________ is Unappealing							
Unpredictable Weather/ Rainy/Cold	12	6	4	7	1	2	10
Too Large/Crowded	49	6	10	11	4	1	2
Dislike City Atmosphere/Unsafe Feeling	31	2	21	7	6	1	1
People are Impersonal/ Unfriendly	6	4	2	-	1	-	-
Too Far to Go/Drive/ Too Remote	4	14	4	4	10	18	20
Too Isolated/Uninhabited/Dislike Wilderness	-	6	-	-	19	20	26
Dislike Scenery/ Surroundings	-	-	2	7	6	2	3
Dislike Ferry/Journey to Island	-	4	4	-	-	-	-
Lack of Things to Do/ Boring/Too Slow Paced	1	8	19	11	7	2	4
Heavy Traffic/Poor Parking	3	-	2	-	-	-	-
Poor/Lack of Accommodation	-	-	2	-	-	1	1

27. continued...

	(a)	(b)	(c)	(d)	(e)	(f)	(g)
	Vancouver	Vancouver Island (excluding Victoria)	Victoria	The Okanagan/ Shuswap	The Panorama, Radium Area, and the Kootenays	The Cariboo	Northern B.C.
BASE (all rating area as unappealing)	124 %	52 %	52 %	27* %	73 %	138 %	191 %
Why ________ is Unappealing							
Too Hot/Unbearable Heat/Dry	1	-	-	**33**	1	2	-
Dislike/Too Many Bugs	-	-	-	-	-	2	3
Know Little About Area/Never Been Before	2	17	10	15	19	**36**	**25**
Not Interested/Find Other Places More Appealing	11	25	25	15	18	19	17
Other	2	4	6	-	4	1	2

* **CAUTION:** Low Base Numbers

Comments: Vancouver is considered to be too large/crowded, by half of those who thought it was unappealing, and 31 percent dislike the city atmosphere of Vancouver. In contrast, while respondents also didn't like the city atmosphere of Victoria, their other main complaint was that there is little to do there/its boring. The hot weather was the main complaint amongst those who find the Okanagan unappealing. While for the Kootenays, the Cariboo, and Northern B.C., the isolation and the remoteness of the areas are the main criticisms.

28. What do you find so appealing about ______________?

	(a)	(b)	(c)	(d)	(e)	(f)	(g)
	Vancouver	Vancouver Island (excluding Victoria)	Victoria	The Okanagan/ Shuswap	The Panorama, Radium Area, and the Kootenays	The Cariboo	Northern B.C.
BASE (all rating area as having great appeal)	196 %	220 %	260 %	312 %	150 %	61 %	64 %
____________ is so appealing because...							
Beautiful Scenery/ Countryside/Colorful	14	**41**	22	24	37	**41**	**39**
Good Weather/Sunny	7	11	7	**38**	11	2	2
Exciting/Nice City/ Lots of Old Buildings/ Historical Sites	**31**	2	**30**	1	-	5	2
Small/Nice Size	-	2	1	1	1	-	3
Quaint	-	1	6	-	-	-	-
Lots/Good Variety of Things to Do/Fun	13	6	6	6	1	-	-
Beaches/Ocean Front	**24**	**21**	12	10	1	-	-
Lots Of/Lovely Lakes	1	1	1	**22**	5	2	2
Water	1	4	2	5	2	-	-
Enjoy Harbour/Watching Sailboats	1	2	2	1	1	-	-
Flowers/Trees	3	4	**11**	2	3	3	3
Lovely Gardens/Parks to Visit	6	5	**14**	-	1	-	2
Orchards/Fruit Trees/ Picking	-	-	-	**29**	-	-	-
Relaxing/Pleasant Atmosphere/Quiet	2	**16**	**14**	5	10	3	2

28. continued...

	(a)	(b)	(c)	(d)	(e)	(f)	(g)
	Vancouver	Vancouver Island (excluding Victoria)	Victoria	The Okanagan/ Shuswap	The Panorama, Radium Area, and the Kootenays	The Cariboo	Northern B.C.
BASE (all rating area as having great appeal)	196	220	260	312	150	61	64
	%	%	%	%	%	%	%
____________ is so appealing because...							
Good Tourist Spot/ Nice Atmosphere for Tourists	3	3	5	2	2	-	-
Stanley Park/ Aquarium	10	-	-	-	-	-	-
Gastown	2	-	-	-	-	-	-
Good Nightlife/Dancing/Clubs/Pubs	12	1	2	1	-	-	-
Good Restaurants/ Food	5	3	1	-	-	-	-
Enjoy/Like Ferry Ride	2	5	2	-	-	-	2
Good Shopping Area/ Lots of Shops	9	1	2	-	-	-	-
Have Family/Friends There	15	9	10	10	3	3	5
Nice/Friendly People	6	4	6	4	3	-	5
Clean Area/Not Polluted	-	1	3	1	-	-	-
Been There Before/ Like It	5	1	4	2	1	2	5
Never Been/Curiosity/ Like to See It	5	7	7	1	2	3	8
Plenty Of/Good Fishing	1	8	-	4	5	10	20

28. **continued...**

	(a) Vancouver	(b) Vancouver Island (excluding Victoria)	(c) Victoria	(d) The Okanagan/ Shuswap	(e) The Panorama, Radium Area, and the Kootenays	(f) The Cariboo	(g) Northern B.C.
BASE (all rating area as having great appeal)	196 %	220 %	260 %	312 %	150 %	61 %	64 %
____________ is so appealing because...							
Good Camping/Grounds	-	1	-	4	4	7	-
Good Outdoor Sports/ Activities	1	3	-	6	15	13	6
Good Skiing Area	-	-	-	-	5	5	-
Hot Springs/Pools	-	-	-	-	**39**	-	-
Mountains	-	2	1	1	12	5	3
Nature/Wilderness	-	1	-	1	3	**20**	**28**
Close Proximity/Easy to Drive To	-	-	-	1	1	-	-
Good Accommodation/ Facilities	-	-	1	1	1	-	-
British/European Atmosphere/History	-	-	4	-	-	-	-
Other	-	4	2	2	1	10	11

Comments: The most appealing aspects of Vancouver are that it's an exciting city with lots of historical sites, and the beaches/waterfront. Victoria, on the other hand, while also being considered a nice city, is thought to be relaxing/peaceful and the flowers/gardens are thought to be particularly appealing. The rest of Vancouver Island is rated highly on the scenery and beaches. The key features of the Okanagan which make it so appealing are the weather, the lakes, and the fruit. The hot springs are mainly mentioned for the Kootenays, while nature/wilderness and beautiful scenery are the most appealing aspects of The Cariboo and Northern B.C.

29. Now I would like you to tell me how much you agree or disagree with the following statements using a scale of 1 to 5. **ONE** means you TOTALLY DISAGREE, **TWO** means you SOMEWHAT DISAGREE, **THREE** you NEITHER AGREE NOR DISAGREE, **FOUR** means you SOMEWHAT AGREE, and **FIVE** means you TOTALLY AGREE. Now here is the first statement.

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Level of Agreement							
a. Food and accommodation in B.C. are more expensive than in other vacation areas.							
(1) Totally Disagree	12	18	7	15	9	16	12
(2) Somewhat Disagree	12	17	9	19	12	9	12
(3) Neither	43	42	51	38	37	36	41
(4) Somewhat Agree	17	17	21	21	22	26	21
(5) Totally Agree	16	7	13	6	21	16	14
MEDIAN	2.6	2.4	2.7	2.4	2.8	2.7	2.6
b. I sometimes feel unsafe when I'm in Vancouver.							
(1) Totally Disagree	35	21	27	31	32	16	28
(2) Somewhat Disagree	11	10	21	14	12	14	14
(3) Neither	31	44	36	32	36	40	36
(4) Somewhat Agree	12	12	9	12	12	20	12
(5) Totally Agree	12	13	7	10	8	10	9
MEDIAN	2.1	2.4	2.1	2.2	2.2	2.3	2.2
c. Albertan's should travel more in their home province.							
(1) Totally Disagree	13	25	17	13	19	15	17
(2) Somewhat Disagree	17	12	15	11	12	12	13
(3) Neither	27	26	23	19	30	31	26
(4) Somewhat Agree	24	17	21	25	15	28	21
(5) Totally Agree	19	20	23	31	24	14	22
MEDIAN	2.7	2.5	2.8	3.3	2.6	2.7	2.8

Results for comparison amongst B.C. respondents* to the statement "British Columbians should travel more in their home province":

Totally Disagree - 4%, Somewhat Disagree - 6%, Neither - 22%, Somewhat Agree - 23%, Totally Agree - 44%, MEDIAN - 3.8

* **SOURCE:** The B.C. Resident Travel Attitude and Motivation Study

29. continued...

		Area						
		North West	North East	Edmonton	Central	Calgary	South	Total
	BASE (all respondents)	75	77	151	99	161	93	656
		%	%	%	%	%	%	%
	Level of Agreement							
d.	**B.C.'s natural beauty is its major attraction.**							
(1)	Totally Disagree	1	1	3	-	-	1	1
(2)	Somewhat Disagree	3	4	4	4	1	1	3
(3)	Neither	3	10	7	9	11	5	8
(4)	Somewhat Agree	31	29	28	44	20	28	29
(5)	Totally Agree	63	56	58	43	68	64	59
	MEDIAN	4.2	4.1	4.1	3.8	4.3	4.2	4.2
e.	**The Okanagan is a place for young families to vacation in.**							
(1)	Totally Disagree	3	10	4	2	4	1	4
(2)	Somewhat Disagree	5	7	4	8	9	2	6
(3)	Neither	27	31	25	29	20	34	27
(4)	Somewhat Agree	27	27	33	42	27	31	31
(5)	Totally Agree	39	25	35	18	39	32	32
	MEDIAN	3.6	3.1	3.5	3.3	3.6	3.4	3.4
f.	**I find travelling in Idaho and Montana more interesting than travelling in B.C.**							
(1)	Totally Disagree	39	36	33	29	44	33	36
(2)	Somewhat Disagree	13	13	17	23	21	27	19
(3)	Neither	43	47	45	43	30	29	39
(4)	Somewhat Agree	1	1	3	3	1	5	2
(5)	Totally Agree	4	3	3	1	4	6	3
	MEDIAN	1.8	2.0	2.0	1.9	1.3	1.6	1.7
g.	**I would prefer to visit one of B.C.'s larger cities than other parts of the Province.**							
(1)	Totally Disagree	51	40	36	43	34	37	39
(2)	Somewhat Disagree	15	25	27	30	19	26	24
(3)	Neither	20	23	13	11	24	21	19
(4)	Somewhat Agree	4	7	15	8	14	11	11
(5)	Totally Agree	11	5	9	7	9	5	8
	MEDIAN	1.0	1.4	1.5	1.2	1.8	1.5	1.5

29. continued...

			Area					
		North West	North East	Ed-monton	Central	Calgary	South	Total
	BASE (all respondents)	75	77	151	99	161	93	656
		%	%	%	%	%	%	%
	Level of Agreement							
h.	**Vancouver is the major attraction for Albertans visiting B.C.**							
(1)	Totally Disagree	47	[illegible]	34	33	37	29	36
(2)	Somewhat Disagree	19	25	22	26	8	22	19
(3)	Neither	16	25	19	28	25	22	23
(4)	Somewhat Agree	15	8	15	6	17	18	14
(5)	Totally Agree	4	8	11	6	13	9	9
	MEDIAN	1.2	1.6	1.7	1.7	2.2	2.0	1.7
i.	**A vacation in B.C. offers many new and different experiences to enjoy.**							
(1)	Totally Disagree	5	-	1	4	1	3	2
(2)	Somewhat Disagree	4	5	5	6	7	7	6
(3)	Neither	15	21	21	16	26	23	21
(4)	Somewhat Agree	43	38	43	50	32	40	40
(5)	Totally Agree	33	36	29	24	34	27	31
	MEDIAN	3.6	3.6	3.5	3.5	3.5	3.4	3.5
j.	**The cost of taking a holiday by car in B.C. is expensive.**							
(1)	Totally Disagree	9	8	7	8	11	4	8
(2)	Somewhat Disagree	15	21	11	16	15	10	14
(3)	Neither	29	34	27	22	23	31	27
(4)	Somewhat Agree	28	17	34	32	26	28	28
(5)	Totally Agree	19	21	21	21	25	27	22
	MEDIAN	2.9	2.6	3.1	3.1	3.0	3.2	3.0
k.	**I wouldn't take children on a trip to Vancouver.**							
(1)	Totally Disagree	45	53	42	31	47	47	44
(2)	Somewhat Disagree	15	8	11	13	15	16	13
(3)	Neither	17	27	33	30	18	29	26
(4)	Somewhat Agree	15	7	6	15	9	2	9
(5)	Totally Agree	8	5	7	10	11	6	8
	MEDIAN	1.3	0.9	1.7	2.2	1.2	1.2	1.5

29. continued...

		Area						
		North West	North East	Ed-monton	Central	Calgary	South	Total
	BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
	Level of Agreement							
l.	**You can't rely on the weather in B.C. to be good for your holidays.**							
(1)	Totally Disagree	17	22	16	23	19	15	19
(2)	Somewhat Disagree	21	21	29	31	13	17	22
(3)	Neither	35	31	29	23	37	37	32
(4)	Somewhat Agree	16	14	17	13	18	18	16
(5)	Totally Agree	11	12	9	9	13	12	11
	MEDIAN	2.3	2.2	2.2	1.9	2.5	2.5	2.3
m.	**I would like to know more about specific vacation areas in B.C.**							
(1)	Totally Disagree	25	10	19	22	22	11	19
(2)	Somewhat Disagree	8	13	18	14	14	13	14
(3)	Neither	21	20	22	27	22	32	24
(4)	Somewhat Agree	17	22	17	19	14	17	17
(5)	Totally Agree	28	35	25	17	28	27	26
	MEDIAN	2.8	3.3	2.6	2.5	2.6	2.8	2.7
n.	**I only go to B.C. to visit friends and relatives.**							
(1)	Totally Disagree	47	48	51	40	49	43	47
(2)	Somewhat Disagree	15	18	21	23	16	16	18
(3)	Neither	15	12	15	14	17	9	14
(4)	Somewhat Agree	15	9	8	12	8	13	10
(5)	Totally Agree	9	13	6	10	10	19	11
	MEDIAN	1.3	1.1	1.0	1.4	1.0	1.4	1.2
o.	**The people in the rest of B.C. are more friendly to tourists than those in Vancouver.**							
(1)	Totally Disagree	16	16	17	12	24	16	17
(2)	Somewhat Disagree	9	22	17	17	11	10	14
(3)	Neither	56	43	48	53	34	51	45
(4)	Somewhat Agree	13	10	10	13	18	15	13
(5)	Totally Agree	5	9	7	5	13	9	8
	MEDIAN	2.4	2.3	2.3	2.4	2.4	2.5	2.4

29. continued...

		North West	North East	Edmonton	Central	Calgary	South	Total
	BASE (all respondents)	75	77	151	99	161	93	656
		%	%	%	%	%	%	%
	Level of Agreement							
p.	**I have visited B.C. many times and would not consider returning in the near future.**							
(1)	Totally Disagree	80	86	78	79	79	74	79
(2)	Somewhat Disagree	7	4	11	13	6	11	9
(3)	Neither	3	7	5	5	8	10	6
(4)	Somewhat Agree	5	3	3	-	6	4	4
(5)	Totally Agree	5	1	3	3	3	1	3
	MEDIAN	0.6	0.6	0.6	0.6	0.6	0.7	0.6
q.	**B.C. has good parks with many facilities.**							
(1)	Totally Disagree	4	-	1	1	3	-	2
(2)	Somewhat Disagree	1	4	1	3	1	3	2
(3)	Neither	11	18	20	12	18	13	16
(4)	Somewhat Agree	36	34	43	50	28	40	38
(5)	Totally Agree	48	44	34	34	49	44	42
	MEDIAN	3.9	3.8	3.7	3.7	4.0	3.9	3.8
r.	**Travelling to a vacation spot in B.C. can be difficult.**							
(1)	Totally Disagree	35	37	26	24	32	33	30
(2)	Somewhat Disagree	31	21	25	32	17	22	24
(3)	Neither	22	26	35	25	31	33	30
(4)	Somewhat Agree	11	11	11	14	13	10	12
(5)	Totally Agree	1	5	5	4	7	2	4
	MEDIAN	1.5	1.6	2.0	1.8	2.0	1.8	1.8

Comments: Overall, Albertans have positive views of B.C. They agree strongly that its natural beauty is the major attraction, and that B.C. has good parks with many facilities. They also believe there are many new and different experiences to enjoy in B.C. They don't find B.C. boring and very few would not visit it in the near future. Vancouver itself, while not actually being considered unsafe, is also not the major attraction for most Albertans. The expense of taking a holiday in B.C. is recognized by many, with opinion divided on whether B.C. is more expensive for food and accommodation than in other vacation areas.

Albertans do not have the same level of pride in their Province which was evident amongst B.C. respondents in the previous study conducted.

29. Now I would like you to tell me how much you agree or disagree with the following statements using a scale of 1 to 5. **ONE** means you TOTALLY DISAGREE, **TWO** means you SOMEWHAT DISAGREE, **THREE** you NEITHER AGREE NOR DISAGREE, **FOUR** means you SOMEWHAT AGREE, and **FIVE** means you TOTALLY AGREE. Now here is the first statement.

BY

14a. Do you have any children in your household?

(ONLY THOSE STATEMENTS WHERE DIFFERENCES ARE NOTED BETWEEN THOSE WITH AND WITHOUT CHILDREN ARE SHOWN)

		Q.14a Children in Household	
		Yes	No
	BASE	223	199
		%	%
	Level of Agreement		
e.	**The Okanagan is a place for young families to vacation in.**		
(1)	Totally Disagree	4	4
(2)	Somewhat Disagree	6	6
(3)	Neither	22	28
(4)	Somewhat Agree	28	31
(5)	Totally Agree	39	28
	Don't Know	1	4
	MEDIAN	3.6	3.3
g.	**I would prefer to visit one of B.C.'s larger cities than other parts of the Province.**		
(1)	Totally Disagree	43	35
(2)	Somewhat Disagree	23	24
(3)	Neither	18	18
(4)	Somewhat Agree	9	11
(5)	Totally Agree	8	12
	MEDIAN	1.3	1.6
h.	**Vancouver is the major attraction for Albertans visiting B.C.**		
(1)	Totally Disagree	38	33
(2)	Somewhat Disagree	21	18
(3)	Neither	21	22
(4)	Somewhat Agree	12	14
(5)	Totally Agree	9	13
	MEDIAN	1.6	1.9

29. **BY 14a.**
continued...

		Q.14a Children in Household	
		Yes	No
	BASE	223	199
		%	%
	Level of Agreement		
k.	**I wouldn't take children on a trip to Vancouver.**		
(1)	Totally Disagree	58	38
(2)	Somewhat Disagree	11	15
(3)	Neither	15	28
(4)	Somewhat Agree	8	6
(5)	Totally Agree	9	10
	Don't Know	-	3
	MEDIAN	0.9	1.7

Comments: Generally Albertans without children rate Vancouver's attractions more highly than do those with children. However, there are very few of those with children who would not take them to Vancouver.

30a. Have you seen or heard any advertising for travel to British Columbia in the last three months?

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents)	75	77	151	99	161	93	656
	%	%	%	%	%	%	%
Seen or Heard Any B.C. Travel Advertising							
Yes	**64**	56	**62**	53	**60**	54	58
No	36	44	38	47	40	46	42

Comments: A greater proportion of Albertans from Calgary, Edmonton, and the North West were aware of advertising than those from other areas.

30b. What type of advertising was that? (MULTIPLE RESPONSE)

	Area						
	North West	North East	Ed- monton	Central	Calgary	South	Total
BASE (all aware of any advertising)	48	43	93	52	96	50	382
	%	%	%	%	%	%	%
Type of Advertising Seen or Heard							
Brochure	13	21	**26**	8	**28**	18	21
T.V. Commercial	71	70	58	69	58	66	64
Radio Commercial	2	7	3	15	16	4	8
Magazine Article	17	14	18	10	25	24	19
Newspaper Article	15	12	12	10	18	26	15
All Others	-	7	3	-	10	4	5

Comments: The T.V. commercial is the type of advertising mainly recalled. Over a quarter of Edmonton and Calgary respondents recalled a brochure.*

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* The Ministry of Tourism's travel guide brochure was distributed via the Edmonton Journal and the Calgary Herald during mid May 1985.

30c. Please tell me all the details you can recall about the advertising? **(MULTIPLE RESPONSE)**

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all recalling any advertising)	48 %	43 %	93 %	52 %	96 %	50 %	382 %
Advertising Details Recalled							
Beautiful B.C.	13	2	15	15	12	18	13
Super Natural/Super Natural B.C.	8	14	15	15	20	16	15
Promoting Expo 86/ Information on Expo	2	2	9	2	4	2	4
Beautiful Pictures of B.C./Scenery	15	30	22	15	24	20	21
Indicates Various Places/Areas You Can Visit	19	2	10	4	12	8	9
Promoting Okanagan/ Okanagan Valley	-	5	3	6	1	4	3
Promoting Vancouver	-	-	2	-	3	4	2
Enticement to Travel B.C./Visit B.C.'s Natural Wonders	8	2	3	6	4	-	4
Specific Tourist Attractions/Butchart Gardens/Flinstones	4	2	2	-	3	6	3
Hotels/Accommodation/ Hospitality	2	5	2	-	4	4	3
Ocean/Beaches/Rivers/ Streams/Water	2	5	3	4	3	4	3
Lakes/Clear Blue Lakes	8	9	7	4	12	6	8

30c. continued...

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all recalling any advertising)	48	43	93	52	96	50	382
	%	%	%	%	%	%	%
Advertising Details Recalled							
Mountains	8	7	4	-	13	10	7
Trees/Flowers/General Gardens	2	5	1	2	1	4	2
Water Slides	4	7	3	-	-	2	2
Various Water Sports	-	2	1	2	2	2	2
Horses/Horseback Riding	4	5	-	2	5	-	3
Camping/Camp Grounds	2	2	1	2	-	2	1
Other Outdoor Activities/Sports	4	5	1	-	4	8	3
Fishing/Special Fishing Trips	2	-	4	10	7	6	5
Houseboats/On Shuswap	4	-	1	-	2	4	2
Boating/Canoeing	2	5	1	-	3	8	3
Song/Singing	-	-	3	8	5	-	3
Other	6	7	8	2	6	12	7
Don't Know/Not Stated	13	21	18	29	15	12	18

Comments: A wide divergence of different points are recalled about the advertising. The beautiful scenery, Super Natural B.C. and Beautiful B.C. are the only points recalled by more than 10 percent of the respondents.

30c. Please tell me all the details you can recall about the advertising? **(MULTIPLE RESPONSE)**

BY

30b. What type of advertising was that? **(MULTIPLE RESPONSE)**

	Q.30b Type of Advertising Seen or Heard					
	Brochure	T.V.	Radio	Magazine	Newspaper	Others
BASE (all recalling any advertising)	79	243	32	72	58	18
	%	%	%	%	%	%
Advertising Details Recalled						
Beautiful B.C.	10	15	16	**15**	**12**	6
Super Natural/Super Natural B.C.	11	**21**	**19**	15	**10**	6
Promoting Expo 86/ Information on Expo	8	2	-	7	**10**	6
Beautiful Pictures of B.C./Scenery	**22**	**24**	**19**	**22**	**21**	**22**
Indicates Various Places/Areas You Can Visit	**17**	7	13	8	10	**28**
Promoting Okanagan/ Okanagan Valley	6	1	-	1	7	-
Promoting Vancouver	5	1	-	1	2	-
Enticement to Travel B.C./Visit B.C.'s Natural Wonders	3	4	6	6	3	11
Specific Tourist Attractions/Butchart Gardens/Flinstones	3	2	-	1	5	11
Hotels/Accommodation/ Hospitality	8	1	-	4	5	11
Ocean/Beaches/Rivers/ Streams/Water	3	5	3	8	5	6
Lakes/Clear Blue Lakes	8	10	9	10	5	-

30c. **BY 30b.**
continued...

	Q.30b Type of Advertising Seen or Heard					
	Brochure	T.V.	Radio	Magazine	Newspaper	Others
BASE (all recalling any advertising)	79 %	243 %	32 %	72 %	58 %	18 %
Advertising Details Recalled						
Mountains	8	9	9	14	7	22
Trees/Flowers/General Gardens	-	2	-	1	3	6
Water Slides	-	3	-	-	2	-
Various Water Sports	-	3	-	1	-	-
Horses/Horseback Riding	-	4	-	3	-	-
Camping/Camp Grounds	1	2	-	-	-	6
Other Outdoor Activities/Sports	6	4	3	4	2	6
Fishing/Special Fishing Trips	5	5	3	4	10	-
Houseboats/On Shuswap	4	1	-	1	2	-
Boating/Canoeing	4	4	-	3	2	-
Song/Singing	1	5	3	1	2	-
Other	11	5	9	10	3	11

31. Do you remember receiving a travel guide brochure entitled "Super Natural British Columbia" outlining the different tourist areas in B.C. and the various attractions?

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Recall Receiving B.C. Travel Guide							
Yes	**29**	25	**29**	21	**27**	17	25
No	56	62	56	65	60	73	62
Don't Know/ Can't Remember	15	13	15	14	12	10	13

Comments: Just under 30 percent of the respondents in the Calgary, Edmonton, and North West areas recalled receiving the brochure.

32. How likely are you to visit Expo 86 in Vancouver next year? Is that very likely, quite likely, not very likely, or not at all likely?

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all respondents)	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Likelihood of Visiting Expo 86							
Very Likely	**19**	14	19	10	**19**	13	16
Quite Likely	**19**	17	15	16	**19**	13	17
Not Very Likely	25	36	36	34	21	30	30
Not At All Likely	31	27	27	29	32	39	31
Not Aware Of It	3	-	1	3	2	-	2
Don't Know	4	5	2	7	7	5	5
% Very or Quite Likely	38	31	34	26	38	26	33

Comments: One third of the respondents claimed they are very or quite likely to visit Expo next year. Respondents from the Calgary and North West areas were relatively more interested than those from other areas.

33a. If you do go to Expo, how many days would you expect to stay in Vancouver?

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all very or quite likely to visit Expo)	28*	24*	51	26*	62	24*	215
	%	%	%	%	%	%	%
Expected Length of Stay in Vancouver for Expo							
1 Day	4	-	-	-	2	-	1
2 Days	-	8	4	-	7	8	5
3 Days	18	21	18	23	11	25	18
4 Days	14	13	6	23	19	17	15
5 Days	-	4	6	23	11	-	8
6 Days	-	-	6	-	2	8	3
7 Days	36	33	39	23	32	25	33
8+ Days	28	21	21	8	16	17	17
AVERAGE # DAYS	6.9	6.3	6.7	5.2	5.8	5.5	6.1

* **CAUTION:** Low Base Numbers

Comments: Half of those likely to visit Expo claim they would stay in Vancouver for a week or more.

33b. What will be the major type of accommodation that you will stay in while in Vancouver?

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE (all very or quite likely to visit Expo)	28*	24*	51	26*	62	24*	215
	%	%	%	%	%	%	%
Major Type of Accommodation for Expo Stay							
Motel/Hotel	43	38	55	50	50	54	49
Private Home of Friends/Relatives	46	54	31	46	42	38	41
Camper/Motor Home/Van	11	8	14	4	7	8	9
Tent	-	-	-	-	1	-	1

* **CAUTION:** Low Base Numbers

Comments: Half of the respondents who plan to visit Expo intend to stay in a motel/hotel.

33a. If you do go to Expo, how many days would you expect to stay in Vancouver?

BY

33b. What will be the major type of accommodation that you will stay in while in Vancouver?

	Q.33b Type of Accommodation		
	Motel/ Hotel	Private Home	Camper/ Motor Home
BASE (all very or quite likely to visit Expo)	106	89	19*
	%	%	%
Expected Length of Stay in Vancouver for Expo			
1 Day	1	1	-
2 Days	7	2	6
3 Days	22	15	11
4 Days	18	12	17
5 Days	10	8	-
6 Days	3	4	-
7 Days	27	38	50
8+ Days	12	20	16
AVERAGE # DAYS	5.5	6.7	6.7

* **CAUTION:** Low Base Numbers

Comments: Those planning to stay in private homes or campers expect to stay longer in Vancouver than do those who will stay in motels/hotels.

33c. Do you think you would only visit Vancouver or would you visit other areas of British Columbia at the same time?

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all very or quite likely to visit Expo)	28*	24*	51	26*	62	24*	215
	%	%	%	%	%	%	%
Areas to be Visited While at Expo							
Only Vancouver	11	21	20	27	19	17	19
Other Areas As Well	89	75	77	69	71	79	76
Don't Know	-	4	3	4	10	4	5

* **CAUTION:** Low Base Numbers

Comments: Generally other areas of B.C. will be visited as well as Vancouver.

34. Have you heard that there is a Centralized Computer booking system available for all hotels in British Columbia?

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all very or quite likely to visit Expo)	28*	24*	51	26*	62	24*	215
	%	%	%	%	%	%	%
Aware of Centralized Booking System							
Yes	21	13	**24**	15	**29**	17	22
No	79	87	76	85	71	83	78

Comments: Awareness of the Centralized Computer booking system is relatively higher in the Edmonton and Calgary areas. Overall, only one-fifth of Albertans likely to visit Expo were aware of it.

34. Have you heard that there is a Centralized Computer booking system available for all hotels in British Columbia?

BY

30a. Have you seen or heard any advertising for travel to British Columbia in the last three months?

	Q.30a Aware of Advertising	
	Yes	No
BASE	137	78
	%	%
Aware of Centralized Booking System		
Yes	24	18
No	76	82

Comments: Respondents who were aware of B.C. advertising were slightly more likely to be aware of the Centralized Booking System, than those unaware, but this difference is not statistically significant.

34. Have you heard that there is a Centralized Computer booking system available for all hotels in British Columbia?

BY

31. Do you remember receiving a travel guide brochure entitled "Super Natural British Columbia" outlining the different tourist areas in B.C. and the various attractions?

	Q.31 Aware of "Super Natural" Brochures	
	Yes	No
BASE	63	130
	%	%
Aware of Centralized Booking System		
Yes	**40**	13
No	60	87

Comments: Respondents who had seen the Super Natural brochure were significantly more likely to be aware of the Centralized Booking System than other respondents.

vi) Demographics

AGE

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE	75	77	151	99	161	93	656
	%	%	%	%	%	%	%
18 - 24	29	27	22	23	24	19	24
25 - 34	32	38	29	27	29	25	29
35 - 44	15	18	17	15	17	14	16
45 - 54	11	9	15	12	15	11	13
55 - 64	7	5	9	10	8	14	9
65+	7	3	9	12	8	17	9

LENGTH OF RESIDENCE IN ALBERTA

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE	75	77	151	99	161	93	656
	%	%	%	%	%	%	%
Less Than 1 Year	1	4	1	2	1	-	2
1 - 5 Years	8	13	12	9	17	12	12
6 - 10 Years	9	13	17	7	18	14	14
11 - 20 Years	16	21	20	9	26	15	19
Over 20 Years	65	49	50	73	39	59	54

PRIOR RESIDENCE

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE (all living in Alberta less than 5 years)	7*	13*	20*	11*	29*	11*	91
	%	%	%	%	%	%	%
British Columbia	43	31	20	36	31	27	30
Sask./Manitoba	29	15	20	18	17	27	20
Ontario	-	15	15	9	31	27	20
Quebec	14	-	15	9	3	9	8
Other Canadian Prov.	-	23	-	-	7	-	6
U.S.A.	-	-	5	9	3	-	3
Other Country	14	15	25	18	7	9	14

* **CAUTION:** Low Base Numbers

MARITAL STATUS

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE	75	77	151	99	161	93	656
	%	%	%	%	%	%	%
Single	28	30	30	24	27	19	27
Married	64	62	60	66	64	74	65
Separated/Divorced	5	5	5	4	3	3	4
Widowed	3	1	5	6	5	3	4
Other	-	1	-	-	1	-	-

OCCUPATION

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE	75	77	151	99	161	93	656
	%	%	%	%	%	%	%
Accountant	-	-	3	1	3	-	2
Lawyer	-	-	1	-	-	-	-
Teacher	3	5	3	4	3	3	3
Engineer	1	1	4	1	3	1	2
Other Professional	3	10	8	6	9	8	8
Executive/Managerial	3	5	5	3	4	3	4
Owner/Operator/Self-Employed	1	3	4	3	3	3	3
Clerical/Office Staff	8	8	13	11	7	5	9
Retail Sales	11	3	6	6	4	9	6
Agency Sales	-	1	-	1	-	1	1
Corp./Industrial Sales	-	1	-	1	-	-	3
Skilled Labour	21	14	13	14	11	10	13
Craftsman	1	-	1	-	1	-	1
Unskilled Labour	3	5	1	2	7	4	4
Technician	1	4	1	-	4	2	2
Housewife	19	20	20	17	19	16	19
Student	5	8	4	7	6	7	6
Military/Police	3	1	1	1	2	-	1
Farmer	11	4	1	9	3	4	4
Unemployed	3	1	3	1	6	3	3
Retired	4	4	9	11	6	20	9
Refused	-	1	-	-	-	-	-

OCCUPATION WHEN EMPLOYED

	Total
BASE (all unemployed)	20*
	%
Teacher	5
Engineer	5
Other Professional	10
Clerical/Office Staff	20
Skilled Labour	30
Unskilled Labour	25
Military/Police	5

* **CAUTION:** Low Base Numbers

HOUSEHOLD SIZE

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE	75	77	151	99	161	93	656
	%	%	%	%	%	%	%
One	13	12	19	14	8	14	13
Two	28	17	19	19	22	29	22
Three	20	26	27	23	25	14	23
Four	19	29	22	27	26	26	25
Five Plus	19	17	14	15	19	16	17
Refused	1	-	-	1	-	1	1
AVERAGE HOUSEHOLD SIZE	2.5	2.8	2.4	2.7	2.8	2.5	2.7

CHILDREN UNDER 18

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE	65	68	123	85	148	80	569
	%	%	%	%	%	%	%
Zero	39	38	46	41	43	43	42
One	23	21	22	25	18	20	21
Two	17	27	21	20	30	25	24
Three	15	10	8	12	7	4	9
Four Plus	5	4	2	4	2	8	4
Refused	2	-	-	-	-	1	.4
AVERAGE # CHILDREN UNDER 18 IN TWO+ PERSON HOUSEHOLDS	1.2	1.2	1.0	1.1	1.1	1.2	1.1
AVERAGE # CHILDREN IN ALL HOUSEHOLDS	1.1	1.1	0.8	1.0	1.0	1.0	1.0

AGES OF CHILDREN **(MULTIPLE RESPONSE)**

	Area						
	North West	North East	Edmonton	Central	Calgary	South	Total
BASE	39	42	66	50	84	45	326
	%	%	%	%	%	%	%
0 - 2	33	31	38	32	32	22	32
3 - 5	36	31	33	28	26	33	31
6 - 12	5[illegible]	41	36	54	42	49	45
Teenagers	33	48	38	32	48	40	41

EDUCATION LEVEL

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Less Than High School	13	4	6	8	7	14	8
Some High School	19	22	15	14	14	22	17
High School Graduate	40	40	28	42	31	27	34
Some Post High School Training - No Degree	9	5	9	12	6	7	8
Completed College or Other Non-Univ. Degree Program	9	16	15	3	21	8	13
Some University	3	3	9	7	8	12	7
University Degree	7	10	18	11	13	12	13
Refused	-	-	1	2	1	-	1

HOME OWNERSHIP

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE	75 %	77 %	151 %	99 %	161 %	93 %	656 %
Own	63	66	62	72	68	81	68
Rent	37	33	36	27	30	18	30
Refused	-	1	2	1	2	1	1

TOTAL HOUSEHOLD INCOME

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE	75	77	151	99	161	93	656
	%	%	%	%	%	%	%
Under $20,000	17	14	15	20	18	17	17
$20,000 to $29,999	13	13	19	13	18	28	18
$30,000 to $39,999	13	12	17	19	20	17	17
$40,000 to $49,999	7	9	6	8	12	8	8
$50,000 or More	4	18	13	4	14	9	11
Refused	45	34	32	35	19	22	29
MEDIAN INCOME (000's)	$28	$34	$30	$29	$32	$28	$30

SEX OF RESPONDENT

	Area						
	North West	North East	Ed-monton	Central	Calgary	South	Total
BASE	75	77	151	99	161	93	656
	%	%	%	%	%	%	%
Male	51	52	50	50	48	48	50
Female	49	48	50	50	52	52	50

vii) Cluster Analysis

PSYCHOGRAPHIC SEGMENTS

The preceding sections of the report analyzed the study findings by several market segments — by geographic area and key demographic variables. Such analysis was important to differentiate between the six geographic areas, and to isolate British Columbia's major attributes and weaknesses.

To meet the marketing objectives of Tourism British Columbia it is important to isolate the primary target market and other markets that may be convinced to increase their travel to British Columbia. The primary market should be a group of individuals whose attitudes toward vacationing in general are similar and their needs in a holiday can be matched by what British Columbia has to offer.

A series of 24 statements were read to each respondent, and they were then asked to indicate on a scale from one to five how much they agreed with the statement. One meant they totally disagreed with the statement up to five which meant they totally agreed. A multivariate statistical technique was used to cluster the respondents into groups which display similar traits within the group and dissimilar between the groups.

The statistical analysis of the results of the psychographic questions indicated there were six basic groups of people in the sample who could be distinguished by their attitudinal positions. The six distinct segments of vacationers that emerged were as follows: Family Educational Travellers, Groupies, Young Adventurists, Grandma and Grandpa on the Go, Young Family Traveliers, and Independent Sun and City Seekers. The Young Family Travellers were the largest segment, accounting for almost one out of four Albertans. With the exception of Grandma and Grandpa on the Go each of the other segments accounted for nearly one out of five sample respondents. The smallest segment accounted for less than 10 percent of the sample.

The Young Family Travellers are suggested as one of the prime target groups for promotion of British Columbia.

A second suggested target group is the Independent Sun and City Seekers. Promoting Vancouver as an exciting culturally alive city would be best suited to their vacation needs.

The next six charts and comments give an overall description of each of the psychographic segments. Further detail provided in table format follows the summaries.

		% of All Respondents
1	Family Educational Travellers	19
2	Groupies	15
3	Young Adventurists	18
4	Grandma and Grandpa on the Go	7
5	Young Family Travellers	23
6	Independent Sun and City Seekers	18

FAMILY EDUCATIONAL TRAVELLERS

The family travellers are mostly married with pre-teen children. They represent a cross-section of respondents by age and income, but somewhat fewer are university graduates. Females are more likely to belong to this group. By residence they tend to represent Edmonton and Southern Alberta.

In their daily lives members of this group tend to be old-fashioned, place a great deal of emphasis on family and religion, pay cash, and they enjoy the educational aspect of their holidays.

Peace and quiet, nature, and being together as a family are very important aspects of their holidays. Reasonable prices and activities for their children play a major role when deciding to take a trip.

They tend to be attracted to areas that offer much in the way of historical sights and natural wonders, but they will also visit some amusement type parks.

They are somewhat less likely to have ever made any trips to British Columbia, but they would like to know more about specific areas.

Family Educational Travellers

WHO THEY ARE

- Mostly married with children who are pre-teen.
- Cross-section by age and income.
- Smaller proportion have a university degree.
- Majority are females.
- Large proportion of homemakers.
- Majority own their own home.
- Tend to reside in Edmonton and Southern Alberta.

WHAT THEY LOOK FOR IN A HOLIDAY

- Being together as a family.
- A sense of security.
- To get away from it all.
- A peaceful quiet area.
- Reliable weather.
- To be surrounded by nature.
- Most vacation during the summer months.

WHAT KINDS OF FACILITIES

- It is important that food and accommodation are inexpensive and there are plenty of activities for children.
- The majority travel by car or truck and they either stay in private homes or a motel/hotel.
- They have little interest in packaged holidays, luxurious accommodations, or being able to book their holiday through a travel agency.

WHAT THEY DO ON HOLIDAY

- Visit friends and relatives, see natural wonders, and visit historical sights.
- Shop in interesting stores and dine in better restaurants.
- Swim, suntan, go to the beach and visit the seashore.
- Visit museums, galleries, public gardens, and amusement parks.

FUTURE HOLIDAYS

- The majority are planning holidays in the next 12 months, and the most likely destinations are Alberta, the Kootenays, Sun Spots, and destinations outside of North America.
- Their primary sources of travel information are past experience, friends and relatives, and travel articles.

PERCEPTIONS OF B.C. AS A VACATION DESTINATION

- In their minds the scenery, warm climate, and fruit picking are the strongest attractions B.C. has to offer.
- Crowds, unreliable weather, and bad roads are perceived as the least attractive aspects of British Columbia.
- The Okanagan is the first area they think of in B.C.
- They want to know more about specific areas of B.C.

PAST TRAVEL PATTERNS TO B.C.

- They are somewhat less likely to have ever made a trip to British Columbia, and they made fewer trips, on average, in the past five years.

BRITISH COLUMBIA'S APPEAL

- The areas of most appeal are Victoria and the Okanagan. The Cariboo and Northern B.C. hold little appeal.
- Uncertain as to whether or not they will visit British Columbia in the upcoming year.
- One in three indicated a likelihood to visit Expo.

B.C. ADVERTISING AWARENESS

- As likely to be aware as unaware of advertising for travel to British Columbia.
- Primary types of advertising media recalled were television, magazine, and newspaper articles.

GROUPIES

Groupies tend to be younger and as likely to be single as married. They represent a cross-section of occupations with a slight skew toward clerical types. They are the least educated, lower middle income urban dwellers. A large proportion rent their home.

This is an active group of younger people who would probably like to do more travelling but may not have the funds to match their wants in a holiday. Packaged holidays, gourmet restaurants, luxurious accommodations, and night-life appeal to the Groupies but, nevertheless, it is quite important that food and accommodation are inexpensive.

Groupies enjoy learning about their vacation destination, foreign travel is very appealing, they enjoy travelling with a groups of friends, and they like packaged tours.

Shopping, better dining, night-life, and beach activities appeal to this group. They also enjoy sightseeing tours of a city and attending sports events.

They are not great ones for travel in British Columbia. The areas they tend to head for are the Okanagan and Vancouver. Victoria and The Okanagan are especially appealing to Groupies.

They are very aware of advertising for travel to British Columbia, and more aware than any other segment of the "Super Natural" brochure.

Groupies

WHO THEY ARE

- Younger singles and couples with children.
- Cross-section of occupations with a large proportion of clerical types.
- Least educated and lower middle income.
- Large proportion of home renters and primarily urban dwellers.

WHAT THEY LOOK FOR IN A HOLIDAY

- Getting away from it all.
- Being together as a family.
- Reliable weather.
- New and different experiences.
- A sense of security.
- To be surrounded by nature.
- Most travel in the late spring and summer.

WHAT KINDS OF FACILITIES

- It is important that food and accommodation are inexpensive.
- Travel mostly by car or truck and some by plane.
- Stay primarily in private homes.
- They have little interest in motor-home hook-ups, a destination that is within a 4 hour drive from home, visiting cultural centres, and activities for children.
- They are interested in packaged holidays, gourmet restaurants, luxurious accommodations, and night-life.

WHAT THEY DO ON HOLIDAY

- See natural wonders.
- Shop in interesting stores, dine in better restaurants.
- Swim, go to the beach, suntan, visit the sea coast.
- Dance or visit night-clubs.
- Visit friends and relatives.
- Hike or follow nature trails.
- Visit public gardens, amusement parks, museums, and historical sights.
- Take sight-seeing tours of a city.
- Attend sports events and play their favourite sports.

FUTURE HOLIDAYS

- The majority are planning holidays in the coming year and the most likely destinations are within Alberta.
- Their primary sources of travel information are travel agents and past experience.

PERCEPTIONS OF B.C. AS A VACATION DESTINATION

- The warm climate and scenery are considered to be British Columbia's strongest attractions, while the negatives include "bad roads", "too far", "the unpredictable weather", and "expensive gasoline".
- The Okanagan and Vancouver are the first areas that they think of in B.C.
- Vacations in B.C. are perceived to be more expensive than in other areas and they would like to know more about specific areas in B.C.

PAST TRAVEL PATTERNS TO B.C.

- They have taken somewhat fewer trips to B.C. in the past five years than other segments, but most of those who have travelled to B.C. did so within the past year.
- The Okanagan was the most often mentioned destination, followed by Vancouver and the Lower Mainland.

BRITISH COLUMBIA'S APPEAL

- All areas of B.C., with the exception of the Cariboo and Northern B.C., appeal to this group. Victoria and the Okanagan are especially appealing.
- They are very likely to visit B.C. in the next 12 months, and are the second most likely group to visit Expo.

B.C. ADVERTISING AWARENESS

- Very aware of advertising for British Columbia. The most often recalled media types were television, brochures, and newspaper articles.
- More likely than other segments to be aware of the brochure "Super Natural British Columbia".

YOUNG ADVENTURISTS

The Young Adventurist tends to be young, single, and male. He is more likely to be in a blue collar position or a student. They are the least well educated, live in urban areas, and are at the lower end of the income scale.

When the Young Adventurist goes on a holiday he just wants to get away and relax, try new experiences, have good reliable weather, not have to spend much on food and accommodation, and find some kind of night-life.

Packaged holidays and luxurious accommodations are not key factors when deciding on a vacation destination.

In his daily life the Young Adventurist buys on impulse, enjoys travelling with friends, enjoys camping, likes to learn about the vacation area, and prefers active holidays overall.

The Young Adventurist enjoys both active and inactive pursuits while on holidays. Sun bathing, dining in better restaurants, and shopping are as likely to be pursued as hiking, dancing, and playing their favourite sports.

They have probably taken several trips to B.C. in the last five years with Vancouver and the Okanagan being the most likely destinations.

Areas of B.C. that appeal to the Young Adventurist are the Okanagan and Vancouver Island (excluding Victoria).

Young Adventurists

WHO THEY ARE

- Young, single, males.
- Blue collar and students.
- Least well educated, at the lower end of the income scale.
- Primarily from urban areas - Calgary and Edmonton.

WHAT THEY LOOK FOR IN A HOLIDAY

- Getting away from it all.
- New and different experiences.
- Reliable weather.
- Inexpensive food and accommodation.
- To be surrounded by nature.
- To lie in the sun and relax.
- Travel mostly in the summer.

WHAT KINDS OF FACILITIES

- Travel primarily by car or truck and some plane travel.
- As likely to stay in a motel/ hotel as a private home.
- They have little interest in motor-home hook-ups, packaged holidays, the ability to book a trip through a travel agency, and luxurious accommodations.
- They are interested in nightlife.

WHAT THEY DO ON HOLIDAY

- Visit friends and relatives.
- Dine in better restaurants.
- Swim, suntan, go to the beach.
- Shop in interesting stores.
- See natural wonders.
- Dance or visit night clubs.
- Play their favourite sports, hike or follow nature trails.
- Visit historical places and amusement parks.
- Pick fruit.
- Visit the sea coast.

FUTURE HOLIDAYS

- The majority are planning holidays in the coming year, and the most likely destinations are Alberta, Sun Spots, the Okanagan and Vancouver.
- Primary sources of travel information include past experience and friends and relatives.

PERCEPTIONS OF B.C. AS A VACATION DESTINATION

- The positive aspects of B.C. center around the scenery, warm climate, ocean, and mountains. Negative aspects of B.C. include the unreliable weather, sales tax, and bad roads.
- The Okanagan and Vancouver are the first areas thought of when B.C. is mentioned.
- Food and accommodation are perceived as being more expensive in B.C. than in other areas.

PAST TRAVEL PATTERNS TO B.C.

- In the past five years they have made several trips to British Columbia with the last trip being made less than two years ago.
- On their last trip to British Columbia they were as likely to visit Vancouver as the Okanagan.

BRITISH COLUMBIA'S APPEAL

- The Okanagan and Vancouver Island (excluding Victoria) hold the greatest appeal to these individuals, while Northern B.C. holds very little appeal.
- They are very likely to visit British Columbia in the coming year and about one in three are likely to visit Expo.

B.C. ADVERTISING AWARENESS

- They are aware of advertising for travel to British Columbia. Television is the most often recalled advertising medium.

GRANDMA AND GRANDPA ON THE GO

This is the oldest segment. They are somewhat more likely to be widowed and retired or unemployed. They are skewed toward females and Southern Alberta. Although Grandma and Grandpa on the Go are at the lowest end of the income scale they are well educated.

Grandma and Grandpa on the Go tend to travel in the shoulder seasons. They want to be together as a family, feel secure, and be surrounded by peaceful natural settings.

This segment travels almost exclusively by car or truck and stay in all types of accommodation, including recreational vehicles.

Packaged holidays, travel agency bookings, luxurious accommodations, and night-life hold little importance in deciding to take a trip.

Grandma and Grandpa on the Go tend not to use credit, they enjoy learning about where they're travelling to, and they rarely make advance reservations when taking a holiday. Family life and traditions are major components in how they view themselves and their lifestyle.

When on holiday Grandma and Grandpa on the Go visit friends and relatives, dine in better restaurants, go shopping, and generally sightsee.

They made the greatest number of trips to B.C. in the past five years, and visited Vancouver, the Okanagan, and Victoria.

Vancouver, the Cariboo, and Northern B.C. hold little appeal to Grandma and Grandpa on the Go.

The majority in this segment were unaware of any advertising for travel to British Columbia.

Grandma and Grandpa on the Go

WHO THEY ARE

- The oldest group who are mostly unemployed or retired.
- More likely to be widowed.
- Low income but well educated.
- Own their own home.
- Predominantly female.
- Rural - mostly from Southern Alberta.

WHAT THEY LOOK FOR IN A HOLIDAY

- Being together as a family.
- Getting away from it all.
- A sense of security.
- Being surrounded by nature.
- Peace and quiet.
- Travel in shoulder seasons.

WHAT KINDS OF FACILITIES

- Inexpensive food and accommodation are important.
- Travel is almost exclusively by car or truck.
- Equally likely to stay in a private home, motel/hotel, or mobile home/trailer.
- Motor home hook-ups, packaged holidays, luxurious accommodations, night-life, and the ability to book through a travel agency are of little importance.

WHAT THEY DO ON HOLIDAY

- Visit friends and relatives.
- See natural wonders.
- Shop in interesting stores, dine in better restaurants.
- Visit historical places, museums and galleries, and public gardens.

PAST TRAVEL PATTERNS TO B.C.

- This group made the most trips to B.C. in the past five years and most of these were made within the last two years.
- The areas visited include Vancouver, the Okanagan, and Victoria.

BRITISH COLUMBIA'S APPEAL

- With the exception of Vancouver, the Cariboo, and Northern B.C., the majority indicated all other areas of B.C. were appealing to them.
- They may visit B.C. in the coming year, but it is unlikely they will visit Expo.

B.C. ADVERTISING AWARENESS

- The majority were unaware of any advertising for travel to British Columbia.

FUTURE HOLIDAYS

- Most are planning a holiday in the coming year.
- The most likely destinations include the U.S.A., Vancouver, Alberta, and destinations outside of North America.
- Their primary source of travel information is past experience. Other sources include friends and relatives and brochures.

PERCEPTIONS OF B.C. AS A VACATION DESTINATION

- The strongest attractions are the scenery, warm climate, and mountains.
- Negatives associated with B.C. include the bad roads and unreliable weather.
- The Okanagan and Kootenays are the first areas associated with British Columbia.

YOUNG FAMILY TRAVELLERS

The Young Family Traveller is somewhat younger and married with young children. Many in this segment are in blue collar jobs or are housewives. They are middle income and not very well educated. They are more likely to be from urban and central Alberta.

Family life and staying at home appeal to these individuals. They enjoy camping and prefer to pay cash for everything they buy. Bus tours, packaged holidays, and spur of the moment holidays don't appeal to them.

Inexpensive food and accommodation are important to them. The Young Family Traveller travels mostly by car or truck and some by recreational vehicle and plane. They usually stay in private homes and recreational vehicles.

In marketing to this group, the factors they are looking for in a holiday are to be together as a family, enjoy the outdoors, and feel secure. They enjoy many outdoor activities, including fresh water fishing, and limited types of sightseeing.

This group tends to seek many sources of information for their trips, including Provincial/official sources and maps.

On the positive side, B.C. offers beautiful scenery, warm weather, and mountains. Unpredictable weather and bad roads are the least attractive aspects of B.C. as a holiday destination. Also, the Young Travellers perceive food and accommodation as being more expensive in B.C. than in other vacation areas.

The Young Travellers indicated they found the Okanagan, Vancouver Island, Victoria, and Panorama/Kootenays areas quite appealing, and they would like to know more about specific areas in British Columbia.

The Young Travellers were well aware of advertising for travel to British Columbia and mostly recalled television and brochures.

Young Family Travellers

WHO THEY ARE

- Somewhat younger, married, with young children.
- Not too well educated, middle income.
- Blue collar and housewives.
- Own their own home.
- Mostly from Edmonton, Calgary, and Central Alberta.

WHAT THEY LOOK FOR IN A HOLIDAY

- To get away from it all.
- To be together as a family.
- To be surrounded by nature.
- Peace and quiet.
- Reliable weather.
- Mostly travel in late Spring and early Summer.

WHAT KINDS OF FACILITIES

- Inexpensive food and accommodation are important.
- Most of their travel is done by car or truck and some by recreational vehicle and plane.
- Private homes and recreational vehicles are the most often used forms of accommodation.
- Motor-home hook-ups, packaged holidays, and being able to book through a travel agency are of very little importance.

WHAT THEY DO ON HOLIDAY

- Visit friends and relatives.
- See natural wonders.
- Shop in interesting stores.
- Swim
- Visit historical sights, visit museums.
- Dine in better restaurants.
- Go to the beach, sun tan.
- Hike or follow nature trails.
- Lake or stream fishing.

PAST TRAVEL PATTERNS TO B.C.

- They have taken relatively few trips to British Columbia in the past five years. Most of the trips taken to B.C. were within the past two years.
- The most often visited areas were the Okanagan and Vancouver.

BRITISH COLUMBIA'S APPEAL

- The areas that appeal to them most are the Okanagan, Vancouver Island, Victoria, and the Panorama, Radium, and Kootenays area.
- Areas of least appeal include Northern B.C., the Cariboo, and Vancouver.
- Would like to know more about specific areas of B.C.
- They are very likely to visit B.C. in the coming year, but are the least likely group to visit Expo.

B.C. ADVERTISING AWARENESS

- Aware of advertising and recall mostly television and brochures.

FUTURE HOLIDAYS

- Somewhat less likely to be planning a trip in the coming year.
- Most often mentioned destinations are Alberta, Ontario/ Quebec, and Saskatchewan.
- Rely heavily on past experience, friends and relatives, provincial and other official materials and maps for travel information.
- A large proportion of these individuals don't do any travelling.

PERCEPTIONS OF B.C. AS A VACATION DESTINATION

- B.C.'s strongest attractions include scenery, warm weather, and the mountains.
- Unpredictable weather and bad roads are the least attractive aspects of B.C.
- The Okanagan comes to mind first when B.C. is mentioned.
- Food and accommodation are perceived as being more expensive in B.C. than in other destination areas.

INDEPENDENT SUN AND CITY SEEKERS

The Independent Sun and City Seeker is somewhat older and married with school age children. They are highly educated, white collar, upper middle income. This segment is comprised of a cross-section from throughout Alberta.

In terms of life-styles and attitudes, the Independent Sun and City Seekers regard family life as important, they are newspaper readers, they enjoy learning about their holiday destination, and they enjoy the excitement of a big city. Sun and City Seekers don't enjoy bus tours, camping, staying at home, or taking spur of the moment vacations.

Independent Sun and City Seekers are equally likely to travel by plane as by car or truck. They stay primarily in hotels and motels.

It is quite likely that when travelling to Sun Spots and major cities these individuals will leave their children at home. Therefore, plenty of available activities for children are of little importance in their destination choice.

The Sun and City Seekers pursue many activities while on holidays, but most of them are cultural versus outdoors.

British Columbia's strongest attractions center around scenery, climate, and the ocean. The negatives include unpredictable weather and bad roads. British Columbia, in the Sun and City Seekers mind, is perceived as being expensive for food and accommodation.

They were as likely to visit the Okanagan when in B.C. as they were to visit Vancouver. The major tourist centers in B.C., the Okanagan, Victoria, and Vancouver, are appealing to the Sun and City Seekers.

The Independent Sun and City Seekers were the most aware market of the centralized computer booking system. They were also quite aware of television, magazine articles, and brochures promoting travel to British Columbia.

Independent Sun and City Seekers

WHO THEY ARE

- Slightly older, married, with school age children.
- Highly educated, white collar, upper income.
- Own their own home.
- Cross-section from throughout Alberta.

WHAT THEY LOOK FOR IN A HOLIDAY

- To get away from it all.
- To be together as a family.
- A sense of security.
- Reliable weather.
- To be surrounded by nature.
- New and different experiences.
- Peace and quiet.
- Travel mostly in Spring and mid-Summer.

WHAT KINDS OF FACILITIES

- Inexpensive food and accommodation are important.
- Their travel is almost equally likely to be done by car or truck as it is by plane.
- Motels/hotels are the most often used accommodation type.
- Motor-home hook-ups, a destination within a four hour drive, packaged holidays, and activities for children are of little importance.

WHAT THEY DO ON HOLIDAY

- Visit friends and relatives.
- See natural wonders.
- Dine in better restaurants.
- Swim, go to the beach, suntan.
- Visit historical places, museums, public gardens.
- Visit the seashore.
- Shop in interesting stores.
- Visit amusement parks.
- Go dancing or visit night clubs.
- Hike or follow nature trails.

PAST TRAVEL PATTERNS TO B.C.

- On average, they have not made many trips to B.C. in the past five years, but most took their last trip within the past year.
- On their last trip to B.C. equal proportions visited both Vancouver and the Okanagan.

BRITISH COLUMBIA'S APPEAL

- Areas of most appeal include the Okanagan, Vancouver Island, Victoria, and Vancouver.
- Areas of least appeal include Northern B.C. and the Cariboo.
- Very likely to visit B.C. in the coming year.
- Most likely of all groups to visit Expo.

B.C. ADVERTISING AWARENESS

- Aware of advertising and mostly recall television, magazine articles, and brochures.
- Most aware of the centralized computer booking system.

FUTURE HOLIDAYS

- Most are planning to take a vacation in the coming year.
- Destinations include Sun Spots, Ontario/Quebec, and Alberta.
- Past experience, friends and relatives, travel agents, and auto clubs provide most of their travel information.

PERCEPTIONS OF B.C. AS A VACATION DESTINATION

- The scenery, warm weather, ocean, and family in B.C. were noted as strongest attractions.
- Sales tax, unreliable weather, and bad roads stand out as the least attractive aspects.
- The Okanagan and Vancouver come to mind first when B.C. is mentioned.
- Perceive food and accommodation as being more expensive than in other vacation areas.

In the following tables Cluster numbers represent each group as follows:

Cluster 1: Family Educational Travellers
2: Groupies
3: Young Adventurists
4: Grandma and Grandpa on the Go
5: Young Family Travellers
6: Independent Sun and City Seekers

Demographics BY Clusters

	Clusters						Total Sample
	1	2	3	4	5	6	
BASE	127	95	116	46	153	117	654
	%	%	%	%	%	%	%
RESIDENCE AREA							
North West	10	9	16	15	12	8	11
North East	8	17	10	9	13	13	12
Edmonton	**27**	**26**	22	13	20	**26**	23
Central	12	10	16	15	**20**	16	15
Calgary	18	**32**	**29**	17	23	26	24
South	**25**	9	6	**30**	12	11	14
AGE							
18 - 24	11	41	54	4	16	11	24
25 - 34	30	28	28	9	38	29	30
35 - 44	17	11	10	17	20	21	16
45 - 54	17	14	3	15	11	19	13
55 - 64	9	3	4	22	8	13	9
65+	16	4	-	33	7	8	9
MEDIAN AGE	38	27	23	**56**	32	**39**	32
LENGTH OF RESIDENCE IN ALBERTA							
Less Than 1 Year	-	-	5	-	1	3	2
1 - 5 Years	5	18	16	4	14	13	12
6 - 10 Years	14	19	8	2	16	17	14
11 - 20 Years	13	25	25	9	16	19	19
Over 20 Years	68	38	46	85	52	49	53
MEDIAN # YEARS	20+	15	17	20+	20	18	20
MARITAL STATUS							
Single	10	**43**	**64**	15	16	14	27
Married	**80**	49	34	67	**76**	**76**	65
Separated/Divorced	4	5	2	2	5	6	4
Widowed	6	3	1	15	2	4	4
Other	-	1	-	-	1	-	.3

Demographics BY Clusters
continued...

	Clusters 1	2	3	4	5	6	Total Sample
BASE	127	95	116	46	153	117	654
	%	%	%	%	%	%	%
OCCUPATION TYPE							
Professional/ White Collar	17	21	18	17	18	**40**	22
Clerical	19	**25**	14	4	12	16	16
Blue Collar	17	23	**30**	11	**27**	10	21
Housewife	**26**	12	9	20	**24**	18	17
Student	2	9	**17**	4	1	3	6
Unemployed/Retired	13	8	8	**39**	12	8	12
Farmer	6	1	4	4	5	4	4
HOUSEHOLD SIZE							
One	13	18	16	**30**	5	12	13
Two	17	20	18	26	22	**30**	22
Three	25	25	26	13	25	19	23
Four	27	18	26	20	28	25	25
Five Plus	18	19	14	11	19	15	17
PROPORTION HAVING CHILDREN UNDER 18	**70**	66	57	54	66	60	63
AGES OF CHILDREN							
0 - 2	33	27	31	18	**40**	25	32
3 - 5	30	27	29	36	35	29	31
6 - 12	**51**	42	33	**55**	**53**	39	46
Teenagers	44	**52**	40	**64**	29	45	41
% WITH A UNIVERSITY DEGREE	11	9	9	18	11	**22**	14
HOME OWNERSHIP							
Own	**82**	58	50	**83**	70	76	69
Rent	18	**42**	**50**	17	30	24	31

Demographics **BY** Clusters
continued...

	Clusters 1	 2	 3	 4	 5	 6	Total Sample
BASE	127 %	95 %	116 %	46 %	153 %	117 %	654 %
TOTAL HOUSEHOLD INCOME							
Under $20,000	25	26	32	**42**	20	10	24
$20,000 to $29,999	33	27	21	21	26	18	25
$30,000 to $39,999	21	22	26	18	29	24	24
$40,000 to $49,999	11	10	6	9	16	17	12
$50,000 or More	11	15	15	9	9	**31**	15
MEDIAN INCOME (000's)	$28	$29	$29	$24	$32	$39	$30
SEX OF RESPONDENT							
Male	40	43	**67**	41	49	51	50
Female	**60**	57	33	59	51	49	50
TYPE OF TRAVELLER							
Don't Travel	19	13	14	15	**22**	9	16
Travel Only in Alberta	16	17	**28**	15	18	21	18
Travel Only in Alberta and B.C.	12	12	12	13	6	8	10
Travel in Alberta/ B.C. and Other	8	13	13	2	13	13	11
Travel in Alberta/ Other, Not in B.C.	20	**24**	15	**33**	20	21	21
Travel Only Out of Alberta	**25**	21	18	22	21	**28**	23

4a. Where did you go on your (most recent trip / 2nd/3rd most recent trip) out of the Province? **(3 MOST RECENT TRIPS COMBINED)**

BY Clusters

	Clusters						Total
	1	2	3	4	5	6	Total Sample
BASE	83 %	67 %	67 %	32 %	93 %	81 %	423 %
Destinations							
Lower Mainland/ Fraser Valley	1	-	6	3	3	2	3
Vancouver	7	10	16	6	10	15	11
Victoria	7	7	4	6	3	11	7
Vancouver Island	2	1	4	-	10	2	4
Sunshine Coast	-	1	-	6	-	1	1
Okanagan	13	12	13	9	19	6	13
Central B.C.	1	-	12	-	4	4	4
B.C. (General)	1	3	1	-	3	1	2
Kamloops	-	4	1	3	2	-	2
Kootenays	20	16	13	14	11	10	14
Revelstoke	-	3	1	-	2	1	1
Cariboo/Northern Interior	-	-	3	-	4	1	2
Saskatchewan	20	25	16	38	33	16	24
Manitoba	6	4	1	-	9	2	4
Ontario/Quebec	24	13	13	3	14	20	12
Rest of Canada	4	4	6	-	4	4	4
Sun Spots	22	31	30	19	19	40	27
U.S.A.	8	7	16	47	17	14	15
Other	24	19	9	6	2	12	13

4c. And in which month did you go? **(3 MOST RECENT TRIPS COMBINED)**

BY Clusters

	Clusters						Total
	1	2	3	4	5	6	Sample
BASE	83	67	67	32	93	81	423
	%	%	%	%	%	%	%
Months Travelled Outside Alberta							
January	6	9	10	16	10	11	10
February	12	12	13	3	17	14	13
March	11	10	10	9	11	9	10
April	12	**19**	16	**25**	17	17	17
May	**16**	**18**	**27**	**19**	**19**	20	20
June	**17**	**21**	**19**	13	16	14	17
July	**19**	**21**	**21**	16	**24**	21	21
August	**18**	15	18	**25**	**19**	15	18
September	8	13	9	13	11	10	10
October	6	4	7	–	13	11	8
November	8	6	6	6	3	9	6
December	8	13	12	16	12	10	11

8a. Are you planning or considering taking any pleasure trips of longer than one night away during the next 12 months?

BY Clusters

	Clusters						Total
	1	2	3	4	5	6	Sample
BASE	127	95	116	46	153	117	654
	%	%	%	%	%	%	%
Planning a Pleasure Trip in Next Year							
Yes	60	**76**	62	61	58	**71**	64
No	40	24	38	39	42	29	36

8f. Trip respondent will be taking first.

BY Clusters

	Clusters						Total Sample
	1	2	3	4	5	6	
BASE	76 %	72 %	72 %	28 %	89 %	83 %	420 %
1st Trip Destination							
Alberta	**24**	**35**	**18**	11	**33**	**14**	24
Lower Mainland	1	1	1	7	-	-	1
Vancouver	1	3	**10**	**14**	6	6	6
Victoria	4	1	3	4	1	5	3
Vancouver Island	3	-	1	-	3	2	2
Sunshine Coast	-	-	-	-	-	1	.2
B.C. (General)	-	-	3	-	1	2	1
Central B.C.	1	1	1	4	4	-	2
Okanagan	9	8	11	7	3	5	7
Kamloops	-	-	-	-	1	-	.2
Kootenays	11	3	4	7	3	4	5
Revelstoke	-	-	-	-	1	-	.2
Cariboo	-	-	-	4	2	-	1
Ontario/Quebec	7	11	8	-	**11**	**19**	11
Saskatchewan	9	3	8	4	**10**	5	7
Manitoba	1	3	-	-	6	1	3
Sun Spots	**12**	10	**17**	4	7	**19**	12
U.S.A.	7	6	6	**25**	1	5	7
Other	11	13	8	11	6	11	9

11. **Where will you get information for planning the trip?**
(MULTIPLE RESPONSE)

BY Clusters

	Clusters						
	1	2	3	4	5	6	Total Sample
BASE	76 %	72 %	72 %	28 %	89 %	83 %	420 %
Information Sources							
Friends/Relatives/ Word of Mouth	30	22	**51**	32	31	25	32
Brochures	7	7	6	**32**	4	5	8
Provincial and Other Official Source	8	8	1	11	**26**	4	10
Auto Club Planning Service	4	4	1	11	3	**17**	7
Social Club/Organization	3	1	-	-	3	4	3
Travel Articles in Magazines/Newspapers	**14**	1	-	-	1	2	3
Travel Agent	12	**42**	17	21	7	25	20
Resorts/Hotels/Motels	1	-	**17**	-	-	-	3
Past Experience/Don't Need Any	58	46	53	68	55	46	52
Maps	-	1	1	7	**22**	4	7

12. What will be your major means of transportation for the trip?

BY Clusters

	Clusters						Total
	1	2	3	4	5	6	Total Sample
BASE	76	72	72	28	89	87	424
	%	%	%	%	%	%	%
Major Means of Transportation							
Car/Truck	**66**	53	54	61	**65**	43	56
Motor Home/ Trailer/Camper	5	7	4	7	**17**	8	8
Plane	28	**36**	**36**	18	15	**38**	29
Bus	1	3	6	7	1	8	4
Train	-	-	-	4	-	1	.5
Boat	-	1	-	-	-	1	.5
All Others	-	-	-	4	2	1	1

13. **What will be the major type of accommodation that you will be staying in during your trip to ______________? (ALL DESTINATIONS COMBINED)**

BY Clusters

	Clusters						Total Sample
	1	2	3	4	5	6	
BASE	76	72	72	27	89	83	419
	%	%	%	%	%	%	%
Major Type of Accommodation							
Motel/Hotel	26	31	33	33	17	**47**	31
Private Home of Friends/Relatives	37	**49**	35	37	38	29	37
Rented Home/Apartment	3	-	4	-	2	4	2
Camper/Motor Home/Van	21	13	13	**30**	**28**	8	18
Tent	12	1	7	-	**12**	1	6
Own Cabin/Condominium	1	4	8	-	2	6	4
All Others	-	3	-	-	-	5	1

14a. Do you have any children in your household?

BY Clusters

	Clusters						Total Sample
	1	2	3	4	5	6	
BASE	81	72	72	28	89	83	425
	%	%	%	%	%	%	%
Children in Household							
Yes	**58**	46	42	43	**65**	48	52
No	42	54	**58**	**57**	35	52	48

NOTE: This table is based only on those who indicated they are planning to travel.

Proportion of Clusters Having Children and
Proportion Who Travel and Have Children

	Clusters						
	1	2	3	4	5	6	Total Sample
BASE	127	95	116	46	153	117	654
	%	%	%	%	%	%	%
Proportion With Children	70	66	57	54	66	60	63
Proportion Who Travel and Have Children	37	35	26	26	38	34	34

15a. Do you own a cabin, cottage, or other home which you use for vacation?

16a. Do you own or have access to a Mobile Home or Trailer?

16c. Do you own a boat?

BY Clusters

	Clusters						
	1	2	3	4	5	6	Total Sample
BASE	127	95	116	46	153	117	654
	%	%	%	%	%	%	%
Second Home Ownership and Other Vacation Variables							
Cabin/Cottage	6	6	11	8	5	7	7
Mobile Home or Trailer	35	29	37	37	44	29	35
Boating/Sailing	17	20	16	26	18	15	18

17b. Which of these activities have you engaged in during your last few vacations?

BY Clusters

	Clusters 1	2	3	4	5	6	Total Sample
BASE	127 %	95 %	116 %	46 %	153 %	117 %	654 %
Activities Engaged In							
Going to the Beach	**71**	**83**	**78**	46	**62**	**75**	71
Sun-Tanning	**58**	**81**	**80**	26	**57**	**73**	65
Visiting Friends and Relatives	**83**	**75**	**91**	**91**	**86**	**83**	84
Visiting Arts and Crafts Workshops and Outlets	47	47	27	48	29	39	39
Visiting Amusement Parks	**54**	**62**	**56**	51	49	**56**	55
Picking Fruit	35	31	24	20	25	24	27
Visiting the Sea Coast	**60**	**64**	**55**	48	48	**62**	55
Seeing Natural Wonders	**83**	**88**	**79**	**76**	**76**	**82**	81
Taking Sightseeing Tours of a City	45	**55**	34	**52**	34	42	42
Visiting Historical Places	**79**	**57**	**62**	**70**	**67**	**73**	68
Visiting Museums and Galleries	**67**	**60**	36	**59**	**55**	**64**	57
Dining in Better Restaurants	**75**	**83**	**82**	**72**	**65**	**81**	76
Going to Theatres/ Plays	34	45	35	26	23	44	35
Shopping in Interesting Stores	**76**	**86**	**81**	**74**	**72**	**61**	75

17b. **BY** Clusters
continued...

	Clusters						Total Sample
	1	2	3	4	5	6	
BASE	127 %	95 %	116 %	46 %	153 %	117 %	654 %
Activities Engaged In							
Attending Seminars or Courses	18	13	16	22	11	21	16
Gambling	9	23	26	17	13	19	18
Visiting Public Gardens	**65**	**63**	43	**57**	50	**62**	56
Attending Sports Events	37	**55**	**55**	37	38	50	45
Dancing or Visiting Night Clubs	31	**78**	**74**	14	37	**54**	50
Canoeing	15	24	32	4	21	18	21
Water-Skiing	15	31	47	13	19	16	24
Sailing or Yachting	15	19	23	2	7	15	14
Power Boating	38	44	**52**	33	41	27	39
Swimming	**72**	**84**	**82**	48	**69**	**76**	74
Lake/Stream Fishing	46	45	47	35	**56**	35	46
Salt Water Fishing	17	17	22	9	10	16	15
Scuba Diving	9	14	10	-	3	11	8
Hiking or Following Nature Trails	**64**	**64**	**60**	**54**	**62**	**54**	59
Golfing	27	26	34	26	21	38	28
Playing Favourite Sports	44	**54**	**63**	39	43	43	49
Hunting	17	14	24	11	19	14	17
Cross-Country Skiing	22	20	23	20	18	21	20
Downhill Skiing	22	39	50	11	20	29	29

17d. **Have you ever purchased a packaged ski holiday which included accommodation, transportation, and lift pass?**

BY Clusters

	Clusters						Total Sample
	1	2	3	4	5	6	
BASE (downhill skiers)	27*	37*	56	5*	28*	34*	187
	%	%	%	%	%	%	%
Purchased a Ski Package Holiday							
Yes	19	**49**	29	20	25	18	28
No	81	51	71	80	75	82	72

* **CAUTION:** Low Base Numbers

20. IMPORTANCE OF VACATION FACTORS AS INDICATED BY THE MEDIAN

5...Extremely Important
.
.
.
1...Not At All Important

	Clusters						Total Sample
	1	2	3	4	5	6	
To lie in the sun and relax.	3.1	3.5	3.4	1.8	2.6	3.0	3.0
To travel to places where I feel secure.	4.1	3.8	3.2	4.0	3.7	4.0	3.8
To try new and different experiences.	3.3	3.9	3.9	3.1	3.4	3.4	3.5
To get away from it all.	4.1	4.3	4.2	4.1	4.3	4.2	4.2
To visit cultural centres and museums.	2.6	2.0	1.6	2.5	2.1	2.2	2.2
To be together as a family.	4.3	4.1	3.3	4.2	4.3	4.2	4.1
To be surrounded by nature.	3.7	3.6	3.5	4.0	4.0	3.7	3.8
Many water-sports are available.	1.8	2.8	3.3	1.1	2.2	2.2	2.2

20. continued...

	Clusters						Total
	1	2	3	4	5	6	Sample
Motor-home hook-ups are available.	0.8	0.9	0.9	0.7	0.9	0.7	0.8
The area has an interesting history.	2.7	2.6	2.3	2.9	2.3	2.5	2.6
All activities are in one place.	2.5	2.6	1.8	1.9	2.0	1.9	2.1
The destination is within a four hour drive from home.	2.1	1.7	1.1	1.5	1.9	1.4	1.6
Packaged holidays to the area are available.	2.0	2.6	1.1	0.8	0.9	1.4	1.5
There are plenty of activities for children.	3.2	2.3	1.8	1.0	3.0	1.7	2.2
The area is peaceful and quiet.	3.8	3.5	3.0	3.8	3.8	3.2	3.5
The weather is reliable.	3.8	4.0	3.8	3.3	3.5	3.8	3.7
Good night-life is available.	2.0	3.4	3.4	0.9	1.7	2.5	2.3
Luxurious accommodations are available.	2.3	2.9	2.4	1.2	1.3	2.4	2.1
It can be booked through a Travel Agency.	2.0	3.1	1.7	1.0	0.9	2.8	1.9
Food and accommodation are inexpensive.	3.7	3.6	3.6	3.5	3.5	3.1	3.5
To be on or near the seashore.	2.4	3.2	2.8	1.3	2.3	2.7	2.5
Gourmet restaurants are available.	2.3	2.7	2.4	1.2	1.4	2.4	2.1

21a. Now I would like you to think about vacations in British Columbia. What first comes to mind when you think of B.C.?
(MULTIPLE RESPONSE – UNAIDED QUESTION)

BY Clusters

	Clusters						Total Sample
	1	2	3	4	5	6	
BASE	127	94	116	46	152	115	650
	%	%	%	%	%	%	%
Top-of-Mind British Columbia							
Vancouver	5	6	5	-	5	9	5
Victoria	6	4	3	4	3	5	4
Okanagan/Okanagan Valley	6	5	14	11	12	9	10
Other Specific Areas/Towns	6	7	5	15	5	8	7
Good/Warm/Sunny Weather	8	13	9	2	6	8	8
Beautiful Scenery/ Nature	10	15	9	11	8	10	10
Ocean	9	6	8	2	9	11	8
Lakes/Clean/Clear Blue	5	5	1	-	4	3	3
Mountains	20	18	16	15	24	10	18
Water	2	1	4	1	3	3	2
Fruit/Fruit Season	6	3	2	15	3	4	5
Scenic Gardens/ Flowers/Trees	5	4	2	9	7	3	4
Outdoors/Sports Activities	1	1	7	-	1	3	2
Fishing	2	4	4	2	5	3	4

21a. **BY Clusters continued...**

	Clusters 1	2	3	4	5	6	Total Sample
BASE	127 %	94 %	116 %	46 %	152 %	115 %	650 %
Top-of-Mind British Columbia							
Recalled Slogans/ Beautiful B.C./Super Natural	1	2	-	-	1	1	1
Family/Friends	2	-	4	9	2	3	3
Rain/Dampness/Wet	2	-	-	-	3	2	1
Expensive/High Gasoline Prices/Taxes	1	-	1	2	-	1	1
Other	6	3	7	-	2	4	4

21b. What do you feel are the strongest attractions about going there? **(MULTIPLE RESPONSE)**

BY Clusters

	Clusters 1	2	3	4	5	6	Total Sample
BASE	127 %	94 %	116 %	46 %	152 %	115 %	650 %
Strongest Attractions About B.C.							
Good Weather/Sunny Warm	**33**	**40**	**33**	**30**	**30**	31	**33**
Beautiful Scenery/ Countryside	**43**	**40**	**33**	**46**	**34**	**38**	**38**
Beautiful Mountains	19	18	**20**	**20**	**19**	11	**18**
Ocean/Beaches/Seashore	13	19	**28**	11	14	**20**	**18**
Beautiful Parks/ Gardens	4	9	5	13	3	3	5
Nature/Outdoors/ Fresh Air	7	5	3	9	10	8	7
Nice Lakes	9	6	6	9	7	7	7

21b. **BY** Clusters
continued...

	Clusters 1	2	3	4	5	6	Total Sample
BASE	127 %	94 %	116 %	46 %	152 %	115 %	650 %
Strongest Attractions About B.C.							
Water	5	10	7	2	6	3	6
Fresh Fruit/Picking Fruit	23	5	7	13	11	5	11
Lots/Good Variety of Things to Do	3	6	5	4	3	7	5
Good Outdoor/Sports Activities	4	4	9	9	5	3	5
Have Family/Friends in B.C./Like to Visit	15	13	16	15	13	13	14
Good Atmosphere/Relaxing/Quiet	5	4	6	-	6	8	5
Nice/Friendly People	2	7	8	2	1	4	4
Good Night Life/Dancing	1	1	2	-	-	3	1
Nice Restaurants/Good Food	2	3	1	-	1	3	2
Good Accommodation/Not Too Expensive/Readily Available	2	-	1	-	2	1	1
Fishing/Plenty Of/Good Fishing	4	6	5	-	7	5	5
Many Places of Interest/Tourist Attractions	5	2	3	-	3	3	3
Specific Area Named	3	4	2	-	1	3	2
Change of Scenery/Never Seen Before/Chance to Get Away	2	2	2	7	1	2	2
Nothing/None	1	1	-	2	3	1	1
Other	5	3	4	9	5	9	6

21c. What do you feel are the least attractive aspects of British Columbia as a place to go on vacation? **(MULTIPLE RESPONSE)**

BY Clusters

	Clusters						
	1	2	3	4	5	6	Total Sample
BASE	127	94	116	46	152	115	650
	%	%	%	%	%	%	%
Least Attractive Aspects of B.C.							
Too Large/Crowded/ Too Many People	13	4	3	9	7	3	6
Unpredictable Weather/ Rainy	13	11	22	15	14	18	15
Dislike City Atmosphere/Unsafe Feeling	1	1	3	4	4	2	2
Poor Accommodation/ Lack Of/Crowded	2	1	-	-	1	1	1
High Cost of Accommodation	1	3	-	2	1	2	1
Gas is too Expensive	6	10	8	4	8	3	7
Sales Tax/Provincial Sales Tax	9	9	14	4	6	19	11
Generally Expensive	4	7	6	-	8	7	6
Too Far Away/Takes too Long to Get There	8	11	9	4	7	5	8
Bad Road Conditions/ Long/Crowded Highways	15	14	14	17	14	14	14
Compulsory Seat Belt Regulation	1	1	-	2	1	-	1
Traffic Laws/Low Speed Limits	-	2	1	-	-	3	1
Poor Ferry Service/ Expensive	1	1	-	2	1	3	1

21c. **BY** Clusters continued..

	Clusters						Total Sample
	1	2	3	4	5	6	
BASE	127	94	116	46	152	115	650
	%	%	%	%	%	%	%
Least Attractive Aspects of B.C.							
Unemployment	2	1	1	-	-	1	1
Labour Disputes/ Strikes	1	1	1	-	1	2	1
Government	-	1	-	-	1	1	.4
Lumber Mills/Logging Ruins Landscape/ Smells	2	1	2	-	2	1	2
Environmental Problems/Landslides/ Pollution	2	1	4	4	2	3	3
Too Hot/Dry	-	-	2	4	2	-	1
Unfriendly People/ Poor Attitude Toward Tourists	2	4	2	-	3	3	2
Dislike Mountains/ Too High/Feel Closed In	2	1	3	-	1	-	1
Nothing New/Have Seen Before/Boring	1	-	1	-	-	2	1
Nothing	28	25	20	24	26	23	24
Other	2	3	3	-	3	4	3

22. What part or area of British Columbia first comes to mind when you think of B.C.?

BY Clusters

	Clusters						Total
	1	2	3	4	5	6	Sample
BASE	125	94	113	44	150	117	643
	%	%	%	%	%	%	%
Top-of-Mind Area in British Columbia							
Lower Mainland/ Fraser Valley	2	1	3	2	2	8	3
Vancouver	15	**26**	**23**	9	15	**28**	20
Victoria	14	11	5	11	7	9	9
Vancouver Island	6	9	9	5	10	8	8
Sunshine Coast/ Powell River	3	3	3	5	4	3	3
Okanagan	**44**	**39**	**37**	**34**	**42**	**34**	39
Central B.C./Interior	1	1	4	5	6	2	3
Kamloops	4	2	4	-	1	-	2
Kootenays	10	6	11	**18**	9	5	9
Revelstoke	-	-	-	-	1	2	1
Cariboo/Northern B.C.	1	1	2	9	1	1	2
Other Areas	-	-	-	2	1	1	1

23a. How many pleasure trips of longer than one night have you taken to British Columbia in the last 5 years?

BY Clusters

	Clusters						Total Sample
	1	2	3	4	5	6	
BASE	127	95	116	46	153	117	654
	%	%	%	%	%	%	%
Pleasure Trips to B.C. in Last 5 Years							
None	23	18	12	13	19	14	17
One	14	16	13	11	16	12	14
Two	13	15	14	15	13	20	15
Three	17	15	16	4	16	15	15
Four	6	8	13	7	10	9	9
Five	9	7	5	22	9	9	9
Six to Ten	11	9	9	17	9	9	10
Over Ten	7	12	18	11	8	13	11
MEDIAN # TRIPS	2.0	2.0	2.7	4.0	2.2	2.3	2.3

23b. When was the last time you took a pleasure trip of longer than one night to British Columbia?

BY Clusters

	Clusters						Total Sample
	1	2	3	4	5	6	
BASE	127	95	116	46	153	117	654
	%	%	%	%	%	%	%
Last Pleasure Trip to B.C.							
Under 1 Year Ago	36	42	43	41	38	49	41
1 - 2 Years Ago	24	25	29	28	24	26	26
3 - 5 Years Ago	19	18	16	17	18	13	17
6 - 10 Years Ago	4	-	3	7	7	3	4
Over 10 Years Ago	3	4	-	4	3	1	2
Never	13	11	9	2	10	9	10

23c. And where in B.C. did you visit on that last occasion? **(MULTIPLE RESPONSE)**

BY Clusters

	Clusters						Total
	1	2	3	4	5	6	Sample
BASE	110 %	85 %	106 %	45 %	137 %	107 %	590 %
Places Visited							
Vancouver & Lower Mainland	24	29	39	33	25	37	31
Victoria	20	20	15	20	12	24	19
Vancouver Island (excluding Victoria)	11	16	11	2	15	16	13
The Okanagan/Shuswap/ Similkameen	41	46	40	29	37	37	39
South Western B.C./ Fraser Valley (excluding Vancouver)	3	4	1	7	2	2	3
Kootenay Country	11	8	8	9	9	4	8
Thompson/High Country	3	6	6	7	5	1	4
Cariboo/Chilcotin	1	2	-	4	1	-	1
North by North West	4	4	3	4	6	2	4
Peace River	-	-	4	-	-	-	1
B.C. Rockies	15	8	11	16	11	8	11

24a. **What was the main purpose of your last pleasure trip to British Columbia? Was it:**

BY Clusters

	Clusters						Total Sample
	1	2	3	4	5	6	
BASE	110	85	106	45	136	107	589
	%	%	%	%	%	%	%
Purpose of Last Pleasure Trip to B.C.							
To visit friends or relatives.	22	14	15	29	19	17	19
To take a vacation.	41	40	39	44	44	48	43
Both visiting friends or relatives and taking a vacation.	37	46	46	27	37	35	38

24b. **In which season did you last visit British Columbia?**

BY Clusters

	Clusters						Total Sample
	1	2	3	4	5	6	
BASE	110	85	106	45	137	107	590
	%	%	%	%	%	%	%
Season Visited B.C.							
Spring	25	24	17	22	22	24	22
Summer	55	51	59	53	53	50	54
Fall	11	18	8	16	14	15	13
Winter	8	8	16	9	12	10	11

25a. **How likely are you to visit British Columbia on vacation in the next year or so? Would that be:**

BY Clusters

	Clusters						Total Sample
	1	2	3	4	5	6	
BASE	126	95	116	46	153	117	653
	%	%	%	%	%	%	%
Very Likely	38	56	52	37	31	41	42
Quite Likely	33	24	29	33	35	33	32
Not Very Likely	21	17	12	20	24	21	19
Not At All Likely	8	3	7	11	10	4	7

26. **Next, I would like to find out how appealing particular areas of British Columbia are to you as vacation destinations.**

I would like you to rate each area, on a scale of 1 to 5, where ONE means the area has no appeal as a vacation destination, up to FIVE which means it has great appeal.

BY Clusters

Rating of Different Areas in British Columbia	Clusters 1	2	3	4	5	6	Total Sample
BASE	124	92	110	44	143	114	627
	%	%	%	%	%	%	%
a. Vancouver							
No Appeal	10	4	11	7	17	7	10
Little Appeal	11	4	6	20	10	9	9
Neither	28	17	17	30	28	23	24
Some Appeal	23	**26**	**25**	23	25	**30**	26
Great Appeal	27	**48**	**41**	20	20	**32**	31
BASE	120	91	107	40	140	109	607
	%	%	%	%	%	%	%
b. Vancouver Island (excluding Victoria)							
No Appeal	2	2	8	13	4	3	4
Little Appeal	1	4	6	5	6	3	4
Neither	25	19	15	18	22	27	21
Some Appeal	**35**	**33**	**33**	**40**	**31**	**37**	**34**
Great Appeal	**38**	**42**	**38**	**25**	**36**	31	**37**
BASE	120	90	106	42	141	112	611
	%	%	%	%	%	%	%
c. Victoria							
No Appeal	2	3	8	2	-	2	4
Little Appeal	-	2	4	2	8	9	5
Neither	16	14	19	17	23	21	19
Some Appeal	32	22	**27**	**40**	**33**	**29**	**30**
Great Appeal	51	**58**	**42**	**38**	**30**	**39**	**42**

26. **BY Clusters**
continued...

		Clusters						Total
		1	2	3	4	5	6	Sample
	Rating of Different Areas in British Columbia							
	BASE	125	90	113	46	145	123	642
		%	%	%	%	%	%	%
d.	**The Okanagan/ Shuswap**							
	No Appeal	2	1	4	4	2	2	2
	Little Appeal	2	-	-	2	2	2	2
	Neither	14	13	15	15	17	18	16
	Some Appeal	24	33	31	35	30	33	30
	Great Appeal	58	52	50	43	50	37	49
	BASE	117	87	109	38	135	107	593
		%	%	%	%	%	%	%
e.	**The Panorama, Radium Area, and The Kootenays**							
	No Appeal	7	3	6	11	5	11	7
	Little Appeal	5	-	6	8	6	7	5
	Neither	19	28	24	24	30	32	26
	Some Appeal	44	38	33	29	33	36	36
	Great Appeal	25	31	31	29	26	13	25
	BASE	93	60	79	34	107	83	456
		%	%	%	%	%	%	%
f.	**The Cariboo**							
	No Appeal	16	10	15	26	11	25	16
	Little Appeal	14	10	16	15	15	8	14
	Neither	40	47	28	21	36	47	38
	Some Appeal	17	22	20	21	22	12	19
	Great Appeal	13	8	20	18	15	7	13
	BASE	106	73	95	34	119	91	445
		%	%	%	%	%	%	%
g.	**Northern B.C.**							
	No Appeal	16	16	23	32	13	25	23
	Little Appeal	17	19	18	9	18	18	20
	Neither	34	40	26	21	35	37	39
	Some Appeal	22	12	15	29	18	14	20
	Great Appeal	11	12	18	9	15	5	14

29. **Now I would like you to tell me how much you agree or disagree with the following statements using a scale of 1 to 5. ONE means you TOTALLY DISAGREE, TWO means you SOMEWHAT DISAGREE, THREE you NEITHER AGREE NOR DISAGREE, FOUR means you SOMEWHAT AGREE, and FIVE means you TOTALLY AGREE. Now here is the first statement.**

BY Clusters

	Clusters						Total
	1	2	3	4	5	6	Sample
BASE	127	95	116	46	153	117	654
	%	%	%	%	%	%	%

a. **Food and accommodation in B.C. are more expensive than in other vacation areas.**

	1	2	3	4	5	6	Total Sample
Totally Disagree	11	20	7	13	11	9	11
Somewhat Disagree	13	8	15	20	10	11	12
Neither	51	34	30	33	44	46	41
Somewhat Agree	15	19	30	22	21	18	21
Totally Agree	9	16	18	13	12	15	13
Don't Know	1	3	-	-	1	1	1
MEDIAN	2.5	2.6	2.9	2.5	2.7	2.7	2.7

b. **I sometimes feel unsafe when I'm in Vancouver.**

	1	2	3	4	5	6	Total Sample
Totally Disagree	20	33	38	26	19	30	27
Somewhat Disagree	13	14	13	22	13	15	14
Neither	34	34	33	24	42	38	36
Somewhat Agree	19	9	9	13	10	10	12
Totally Agree	11	7	6	13	13	6	9
Don't Know	3	3	1	2	2	1	2
MEDIAN	2.5	2.1	1.9	2.0	2.4	2.1	2.2

c. **Albertan's should travel more in their home province.**

	1	2	3	4	5	6	Total Sample
Totally Disagree	9	21	26	13	16	18	17
Somewhat Disagree	7	14	18	13	12	15	13
Neither	26	24	27	20	25	32	26
Somewhat Agree	24	19	16	28	20	23	21
Totally Agree	34	21	14	26	27	12	22
Don't Know	-	1	-	-	-	1	.3
MEDIAN	3.3	2.6	2.2	3.1	2.9	2.5	2.8

29. BY Clusters
continued...

	Clusters						Total
	1	2	3	4	5	6	Sample
BASE	127	95	116	46	153	117	654
	%	%	%	%	%	%	%
d. B.C.'s natural beauty is its major attraction.							
Totally Disagree	-	1	1	-	3	2	1
Somewhat Disagree	1	4	-	7	5	3	3
Neither	4	7	9	7	8	12	8
Somewhat Agree	31	19	29	33	30	29	28
Totally Agree	64	67	60	54	54	53	59
Don't Know	1	1	1	-	-	2	1
MEDIAN	**4.2**	**4.3**	**4.2**	**4.1**	**4.1**	**4.1**	4.2
e. The Okanagan is a place for young families to vacation in.							
Totally Disagree	2	3	3	4	5	6	4
Somewhat Disagree	2	3	11	2	8	5	6
Neither	23	22	27	26	31	26	26
Somewhat Agree	28	31	29	35	27	38	31
Totally Agree	45	38	28	28	27	25	32
Don't Know	1	3	2	4	1	1	1
MEDIAN	**3.8**	**3.7**	**3.3**	**3.5**	**3.2**	**3.3**	3.5
f. I find travelling in Idaho and Montana more interesting than travelling in B.C.							
Totally Disagree	29	36	36	39	36	38	35
Somewhat Disagree	28	17	19	11	8	27	19
Neither	34	34	38	39	50	32	38
Somewhat Agree	2	3	3	4	2	-	2
Totally Agree	4	4	3	7	3	2	3
Don't Know	4	6	-	-	1	2	2
MEDIAN	1.7	1.7	1.7	2.0	2.1	1.4	1.7
g. I would prefer to visit one of B.C.'s larger cities than other parts of the Province.							
Totally Disagree	41	25	38	48	49	32	39
Somewhat Disagree	27	22	20	30	24	21	23
Neither	16	24	20	11	16	22	19
Somewhat Agree	10	19	9	9	6	13	11
Totally Agree	6	7	13	2	5	11	8
Don't Know	-	2	-	-	-	-	.3
MEDIAN	1.3	2.1	1.6	1.4	1.0	1.9	1.5

29. **BY Clusters continued...**

	Clusters						Total
	1	2	3	4	5	6	Sample
BASE	127	95	116	46	153	117	654
	%	%	%	%	%	%	%

h. **Vancouver is the major attraction for Albertans visiting B.C.**

	1	2	3	4	5	6	Total Sample
Totally Disagree	37	34	35	48	39	27	36
Somewhat Disagree	18	22	22	20	18	17	19
Neither	22	21	19	13	27	25	22
Somewhat Agree	15	13	9	9	12	21	13
Totally Agree	8	8	16	11	4	10	9
Don't Know	-	2	-	-	1	-	.5
MEDIAN	1.7	1.7	1.7	1.1	1.6	2.2	1.8

i. **A vacation in B.C. offers many new and different experiences to enjoy.**

	1	2	3	4	5	6	Total Sample
Totally Disagree	3	2	2	4	1	3	2
Somewhat Disagree	5	8	5	9	6	4	6
Neither	24	14	22	24	18	26	21
Somewhat Agree	39	36	41	37	42	44	40
Totally Agree	30	39	31	24	33	22	30
Don't Know	-	1	-	2	-	2	1
MEDIAN	3.5	3.7	3.5	3.3	3.6	3.4	3.5

j. **The cost of taking a holiday by car in B.C. is expensive.**

	1	2	3	4	5	6	Total Sample
Totally Disagree	7	6	2	4	1	3	2
Somewhat Disagree	13	17	5	9	6	5	6
Neither	27	19	22	24	18	26	21
Somewhat Agree	35	25	41	37	42	44	40
Totally Agree	18	28	31	24	33	22	30
Don't Know	-	4	-	2	-	2	1
MEDIAN	3.1	3.2	3.5	3.3	3.6	3.3	3.5

k. **I wouldn't take children on a trip to Vancouver.**

	1	2	3	4	5	6	Total Sample
Totally Disagree	42	47	49	50	37	44	44
Somewhat Disagree	17	16	10	2	12	13	13
Neither	22	22	28	26	29	26	26
Somewhat Agree	13	3	5	9	14	5	9
Totally Agree	4	9	7	13	8	11	7
Don't Know	2	2	1	-	-	1	1
MEDIAN	1.4	1.1	1.0	1.0	2.0	1.5	1.5

29. BY Clusters
continued...

	Clusters						Total
	1	2	3	4	5	6	Sample
BASE	127	95	116	46	153	117	654
	%	%	%	%	%	%	%
l. You can't rely on the weather in B.C. to be good for your holidays.							
Totally Disagree	13	23	22	20	18	17	19
Somewhat Disagree	21	19	23	26	20	24	22
Neither	36	31	31	22	34	29	32
Somewhat Agree	16	18	17	17	14	17	16
Totally Agree	13	5	7	15	13	12	11
Don't Know	-	4	-	-	-	1	1
MEDIAN	2.4	2.2	2.2	2.2	2.4	2.3	2.2
m. I would like to know more about specific vacation areas in B.C.							
Totally Disagree	14	13	23	33	19	17	19
Somewhat Disagree	10	3	15	15	14	25	14
Neither	31	24	25	20	21	21	24
Somewhat Agree	17	22	16	15	19	13	17
Totally Agree	28	38	21	17	27	24	26
Don't Know	-	-	-	-	-	-	-
MEDIAN	2.8	3.5	2.5	2.1	2.8	2.4	2.7
n. I only go to B.C. to visit friends and relatives.							
Totally Disagree	46	51	47	43	48	44	47
Somewhat Disagree	18	21	16	11	17	23	18
Neither	17	14	14	9	12	16	14
Somewhat Agree	10	5	13	11	10	10	10
Totally Agree	9	8	9	26	13	6	11
Don't Know	-	1	-	-	-	-	.2
MEDIAN	1.2	1.0	1.2	1.6	1.1	1.3	1.2
o. The people in the rest of B.C. are more friendly to tourists than those in Vancouver.							
Totally Disagree	17	16	17	24	12	22	17
Somewhat Disagree	12	17	12	15	12	17	14
Neither	46	42	41	30	58	39	45
Somewhat Agree	13	8	18	11	11	15	13
Totally Agree	10	9	10	15	6	3	8
Don't Know	2	7	2	4	2	3	3
MEDIAN	2.4	2.3	2.5	2.3	2.4	2.2	2.4

29. **BY** Clusters continued...

	Clusters 1	2	3	4	5	6	Total Sample
BASE	127	95	116	46	153	117	654
	%	%	%	%	%	%	%
p. I have visited B.C. many times and would not consider returning in the near future.							
Totally Disagree	80	79	82	74	75	76	78
Somewhat Disagree	6	7	9	11	8	10	9
Neither	6	6	5	4	8	6	6
Somewhat Agree	4	4	2	2	5	3	4
Totally Agree	4	3	2	9	2	2	3
Don't Know	-	1	-	-	1	3	1
MEDIAN	0.6	0.6	0.6	0.7	0.7	0.6	0.6
q. B.C. has good parks with many facilities.							
Totally Disagree	1	2	1	2	2	2	2
Somewhat Disagree	2	3	2	4	2	2	2
Neither	10	12	12	13	25	20	10
Somewhat Agree	43	34	41	35	33	41	38
Totally Agree	45	48	44	43	38	35	42
Don't Know	-	1	1	2	1	1	1
MEDIAN	**3.9**	**4.0**	**3.9**	**3.9**	**3.6**	**3.6**	**3.9**
r. Travelling to a vacation spot in B.C. can be difficult.							
Totally Disagree	32	35	29	33	25	29	30
Somewhat Disagree	24	16	26	30	22	26	23
Neither	25	36	30	13	34	29	30
Somewhat Agree	14	7	9	13	14	10	11
Totally Agree	5	3	5	9	3	4	4
Don't Know	-	3	-	2	2	2	1
MEDIAN	1.8	1.9	1.8	1.5	2.1	1.7	1.9

30a. Have you seen or heard any advertising for travel to British Columbia in the last three months?

BY Clusters

	Clusters						Total
	1	2	3	4	5	6	Sample
BASE	127	95	116	46	153	117	654
	%	%	%	%	%	%	%
Seen or Heard Any B.C. Travel Advertising							
Yes	50	**74**	**58**	37	**59**	**62**	58
No	50	26	42	63	41	38	42

30b. What type of advertising was that? **(MULTIPLE RESPONSE)**

BY Clusters

	Clusters						Total
	1	2	3	4	5	6	Sample
BASE	64	70	67	17	91	73	382
	%	%	%	%	%	%	%
Type of Advertising Seen or Heard							
Brochure	17	24	16	18	21	25	21
T.V. Commercial	55	70	73	59	67	53	64
Radio Commercial	8	9	9	12	7	10	8
Magazine Article	25	9	16	29	13	30	19
Newspaper Article	23	20	7	12	14	12	15
All Others	2	3	6	6	7	5	5

31. Do you remember receiving a travel guide brochure entitled "Super Natural British Columbia" outlining the different tourist areas in B.C. and the various attractions? **(RECALCULATED WITHOUT "don't knows")**

BY Clusters

	Clusters						Total
	1	2	3	4	5	6	Total Sample
BASE	109	80	101	39	133	106	568
	%	%	%	%	%	%	%
Recall Receiving B.C. Travel Guide							
Yes	28	**35**	29	20	28	31	29
No	82	65	71	80	82	69	71

32. How likely are you to visit Expo '86 in Vancouver next year? Is that very likely, quite likely, not very likely, or not at all likely?

BY Clusters

	Clusters						Total
	1	2	3	4	5	6	Total Sample
BASE	127	95	116	46	153	117	654
	%	%	%	%	%	%	%
Likelihood of Visiting Expo 86							
Very Likely	13	25	18	2	8	26	16
Quite Likely	18	19	14	22	12	19	17
Not Very Likely	32	31	33	24	31	26	30
Not At All Likely	31	21	27	48	42	21	31
Not Aware Of It	2	-	2	-	1	3	1
Don't Know	3	4	7	4	6	5	5
Total Very or Quite Likely	31	**44**	32	24	20	**45**	33

33b. What will be the major type of accommodation that you will stay in while in Vancouver?

BY Clusters

	Clusters						Total Sample
	1	2	3	4	5	6	
BASE	40	42	37*	11*	32*	53	215
	%	%	%	%	%	%	%
Major Type of Accommodation for Expo Stay							
Motel/Hotel	**55**	50	43	45	38	**57**	49
Private Home of Friends/Relatives	28	40	**54**	**55**	44	40	41
Camper/Motor Home/Van	18	10	3	-	16	3	9
Tent	-	-	-	-	3	-	.5

* **CAUTION:** Low Base Numbers

33c. Do you think you would only visit Vancouver or would you visit other areas of British Columbia at the same time?

BY Clusters

	Clusters						Total Sample
	1	2	3	4	5	6	
BASE	40	42	37*	11*	32*	53	215
	%	%	%	%	%	%	%
Areas to be Visited While at Expo							
Only Vancouver	20	21	24	-	9	23	19
Other Areas As Well	75	74	70	100	81	74	76
Don't Know	5	5	6	-	10	3	5

* **CAUTION:** Low Base Numbers

34. Have you heard that there is a Centralized Computer booking system available for all hotels in British Columbia?

BY Clusters

	Clusters						Total Sample
	1	2	3	4	5	6	
BASE	40	42	37*	11*	32*	53	215
	%	%	%	%	%	%	%
Aware of Centralized Booking System							
Yes	23	17	22	9	13	34	22
No	77	83	78	81	87	66	78

* **CAUTION:** Low Base Numbers

VI FOCUS GROUP ANALYSIS

The results of five focus groups held throughout Alberta are presented in the section to follow. The focus groups were conducted in Stettler, Edmonton, Grande Prairie, Calgary, and Medicine Hat respectively.

The primary topic area covered was past, present, and future travel patterns. Initially, the discussions covered broad areas of travel behaviour and gradually focussed on travel in British Columbia. In each of the groups several advertisements were shown and evaluated. Also included for evaluation was the most recent brochure published by Tourism British Columbia.

Because of the small sample size and unstructured nature of the focus groups the results must be considered qualitative rather than quantitative. Therefore, care must be taken in analyzing the results, for they represent the views of a small sub-set of the population.

The focus groups were fundamental in laying the groundwork for the Province wide telephone survey. The group discussions provided direction for developing and refining the final telephone survey.

GROUP RESULTS

Results of the focus group are discussed in the following section. The comments are based on the overall feelings expressed in all groups, with the exception of those groups where significant differences were noted.

MAJOR OBSERVATIONS

1. The majority of the group respondents had visited B.C. several times for vacations. The Okanagan is the most popular area due to its proximity.

2. Albertans' positive perceptions of British Columbia are centered on the foliage, clean lakes, mountains, the warmer weather, softer air, and the sea coast.

3. Albertans are very aware of the 7 percent sales tax, the incidence of "hippies", the narrow highways, the rain, and increased expenses over Alberta.

4. Visiting B.C. falls into three categories:

   - Summer - family vacations
   - Shoulder - to extend summer or shorten winter
   - Winter - to break up the winter and perhaps visit friends and relatives.

5. Vancouver has a poor image to many Albertans. Apart from its size, it is considered "wild", dirty, busy, and is somewhat inhibiting.

   To its supporters Vancouver is cosmopolitan, fun, daring, and offers a weekend away from the kids, home, and weather.

6. Vancouver Island (including Victoria) has the reputation as rural, quieter, older, and is associated with the sea coast and the ocean. Visiting friends and relatives is prevalent here.

7. Albertans are convinced that B.C. is beautiful and is significantly different from their province, and this is the major reason for their visits. The clean mountain lakes are a major asset; Shuswap being a strong symbol of this perception.

8. Tourism B.C.'s advertising was considered very beautiful, but it presented some symbols that were difficult for the Albertans to interpret. Their perceptions of B.C. related to their experience which is centered on lake-orientation, fruit-picking, and the coast. Care should be taken not to reinforce their strongly held belief that B.C. can be wet and cold at times.

9. Rural Albertans are very settled, traditional, and family oriented. They are more unsure of larger cities than their urban counterparts who are more likely to have a shorter residence tenure in the Province. Many city dwellers moved to Alberta during the boom from larger Eastern Canadian cities.

10. The group respondents were aware that Expo will be a major event, but other than that their knowledge is hazy. Several had plans to visit the fair, however, these all had relatives in Vancouver with whom they will stay.

FOCUS GROUP HIGHLIGHTS - Alberta Series

General Comments

Vacations in Vegas, Hawaii, B.C., Alberta

- If respondents have children they are more likely to take shorter, local (8-10 hours driving) vacations.

- Motorhomes are more prevalent in smaller towns, especially in the more affluent southern areas.

- B.C. is a popular stopping off point for travelling to Oregon, etc.

- Few areas in Alberta hold any attraction for "vacations".

- Some word-of-mouth influence in small towns, as compared to larger centres.

- Most preferred on-the-go holidays versus relaxing, more sedentary approaches.

- Education or something new is part of a trip.

- Saskatchewan is not a major alternative for vacations, though California has some strength.

- Camping is important, especially in the North.

- Travelling to B.C. is not particularly easy.

- Flying is expensive from Alberta to anywhere.

Positives

B.C.

- mountains (inland)
- lakes - clean and clear
- interior
- water
- green (trees and foliage)
- different air - softer (the mist)
- proximity to U.S.A.
- good fishing (inland), camping
- skiing
- fresh fruit
- Vancouver
- Vancouver Island
- Victoria Harbour
- stable weather (Okanagan)

Negatives

- Vancouver is very active, fast paced
- rain
- sales tax
- claustrophobic
- some instability
- unions
- roads
- expensive (especially in Northern Alberta)

General

- Alberta is more conservative, hard-working, more stable. B.C. more carefree, laid back, lazy.

- Different regions are attractive to different types of people.

* The political and social environment is viewed negatively, but this either does not impact on visits or has little impact.

* Albertans visit B.C. because it is different with mountains, climate and foliage, and clean lakes, the sea coast, and larger cosmopolitan cities.

* The Alberta summer is considered a major plus to residents.

  - It is sunny, warm, and reliable, thus when they go on a holiday the residents are somewhat reluctant to chance missing out on this. Thus the coast, with all its beauty and urban attractions, has this basic negative. The Okanagan and Interior, on the other hand, has reliable sunny weather plus clean lakes and mountains, and greater proximity.

* Vancouver is known to be beautiful and cosmopolitan, but also busy, and a long distance away. "A wild town", heavy traffic. "You fly to Vancouver".

  - Either loved or hated - schizophrenia.

  - Not a place to take children, too weird.

  - A place for single people and married couples (no kids in tow) to let loose.

* A B.C. visit is 3 days over a long weekend, for example to the Okanagan. A week would be the longest and could include Vancouver and the Island.

- Vancouver Island is a major attraction to Albertans, especially because they often have relatives there who have moved from Alberta. The Island and Victoria has an English Country Garden personality - quaint, relaxed, a bit rural, older.

- Gulf Islands are relatively unknown - just small rocky islands, full of trees and few people. Not for vacations.

- Shuswap is very well known and has a strong image of tranquility and relaxation. To several it represents B.C.

- Bowron Lake is hardly known, except in the North of Alberta.

- Campbell River is well known as a male oriented salmon fishing area. A man's place.

- Sunshine Coast is hardly known.

- Rogers Pass is beautiful, but only thought of as "on the highway".

- The Kootenay Region is beautiful, but remote and underpopulated. It has few tourist attractions.

Advertising

- The advertising reinforced the beautiful aspects of B.C., which was already accepted by the group respondents.

- It also reinforced the cold, cloudy image held by some people.

- The Shuswap picture represented B.C. to many of the participants, for the clear warm lake, tranquility, and mountains are only found here.

Specific Comments on Advertisements

When People Say...

- The Crocus picture was recognized by a few respondents, but it did not represent B.C. in their minds.

- Spring Sales got mixed reviews. To some it was Vancouver, but to some it could have been several different places. Others who held negative opinions of Vancouver did not relate to the Urban locals. It was too sophisticated.

Few Albertans are sailers. Yachting is not a major activity in Alberta and the thought of coming to B.C. and yachting in the ocean holds little attraction to most of the people.

Homemade Vacations

This did not indicate B.C., but more likely California, or a very family oriented, rural, or farm type holiday.

Our Summers Get Wave Reviews

To the groups this picture did not represent B.C., but Oregon, California, or Hawaii. They do not think of B.C. as having this type of beach. The weather also looked wrong.

Right At Home On Our Waters

The reaction was unanimously endorsed as B.C. "That's B.C. to me.". The houseboats are owned by a Calgary group who have received extensive publicity recently, hence the heightened awareness.

Our Good Ferries...

This picture also represented B.C. to many of the respondents, however, the lack of awareness of the Gulf Islands detracted from a stronger identification. The weather again looked cold, reinforcing their present "knowledge".

Share Our Liquid Assets

This ad did not immediately connote B.C., but could as easily have been in Alberta. It appealed to younger, more athletic respondents who were more likely to be upscale.

Some of Our Visitors Return Every Year

The dramatic picture used here attracted attention, however, the animals were not immediately identified as killer whales nor as being symbolic of B.C. It did seem that the location would be somewhat inaccessible. California was associated with whales rather than B.C. by several respondents.

The picture was not immediately recognized as being on the front of the latest tourism brochure.

Super Natural B.C. Brochure

Several Stettler, Edmonton, and Calgary respondents had seen the brochure and their unsolicited comments were very positive.

Upon reviewing the brochure the group members were very positive. The layout, interest level, information content, and overall presentation impressed each group. The coverage of various sub-regions appealed, for it prompted consideration of visiting areas of which they were unaware and revisiting areas to which they had travelled.

Expo

There was some awareness of Expo, however, none of the groups indicated a detailed knowledge of the event.

There was the obvious awareness of the union and other miscellaneous problems, however, these were based on non-current information.

Those who are considering visiting Expo are most likely to stay with friends or relatives, for Vancouver hotels are considered expensive and vacancies will be difficult to find.

VII BACKGROUND DATA

Before starting the Alberta Resident Travel Attitude and Motivation Study, several sources of data pertaining to Canadian travel habits were examined. The sources of data include:

1. The British Columbia Resident Travel Study (1985). This survey was conducted with over 600 British Columbia residents in the late Summer and early Fall of 1984. Prior to conducting the comprehensive telephone survey five focus groups were conducted throughout the Province. The focus groups provided qualitative data giving direction for the design and implementation of the survey questionnaire.

   The Alberta study will be very similar to the British Columbia survey, including many of the same questions. Because of the similarities between the two studies some comparisons between Albertan's and British Columbian's travel patterns may be examined.

   In the British Columbia survey the method of Cluster Analysis was utilized so as to segment the travel market and better understand the motivations and needs of different types of travellers. When the travel market was clustered five groups with differing demographic characteristics, attitudes and needs were determined. The same method of analysis will be used in the Alberta study so as to measure the various components of Albertan's travel frame of reference and more clearly define the various markets in Alberta for travel to British Columbia.

2. Travel Markets for Saskatchewan's Tourism Industry - Alberta (1984). The sample consisted of 787 Alberta residents, aged 18 and over, who had taken a trip of at least 450 miles away from home. These criteria were established so as to provide a representative sample of potential travellers to Saskatchewan.

The results of the survey showed that between 1981 and 1984 seventy-nine percent of Albertans had travelled to British Columbia. The next two most visited provinces were Saskatchewan (29%) and Ontario (28%). Clearly, the British Columbia travel market from Alberta is large and dominates the destination choice amongst the neighbouring provinces. Much factual data was collected about frequency of travel, mode of travel, accommodation, and primary reasons for visiting Saskatchewan, but little is known about the motivations behind Albertan's travel patterns.

3. The Canadian Travel Survey (1982). This survey was conducted over a twelve month period from January 1982-1983. Quarterly samples of 9,000 respondents were collected, with the exception of the July-September sample which consisted of 20,000 respondents.

This was a national survey designed as a supplement to the Labour Force Survey. Because of the broad scope and nature of the questions the level of detail required by Tourism British Columbia cannot be provided. However, several pieces of relevant information were collected.

- Throughout the year, 1982, Albertans were second only to those in Saskatchewan for travelling. In the period from January - March 1982, 43 percent of Albertans aged 15 and over had taken a pleasure trip, and this peaked at 64 percent between July-September of the same year.

Table 1: **PERCENTAGE OF THE ALBERTA POPLUATION AGED 15+ WHO TRAVELLED IN 1982**

		% Travelled
1st Quarter	January - March 1982	43
2nd	April - June 1982	51
3rd	July - September 1982	64
4th	October - December 1982	48
	YEARLY AVERAGE	52%

- Sixty one percent of the travel dollars spent by Albertans in 1982 were spent between April - September. The other 39 percent was split almost evenly between the off seasons, January - March and October - December.

- Between 1980 and 1982 Alberta was the only province to show an increase in the number of person trips made. During this time frame there was a slight decrease in intraprovincial travel with an equal increase in interprovincial travel.

- In 1982 the average number of trips of one or more nights made per Albertan was 4.41 (total). The greatest average number of trips were made within Alberta (2.97), followed by interprovincial trips (1.04).

- The primary activity engaged in while travelling was visiting friends and relatives. More than one out of four Albertans who took a pleasure trip of one or more nights away from home also indicated they went shopping while on holiday.

Table 2: **THE MOST OFTEN ENGAGED IN ACTIVITIES BY ALBERTANS ON VACATION (1982)**

	Total Travellers
	13,488
	%
Visiting Friends and Relatives	52
Shopping	29
Sightseeing	17
Night Life and Recreational Activities	14
Visiting National Parks	11
Swimming	10

- The largest proportion of dollars spent for travel went for transportation (47%), followed by food and beverages (22%).

Table 3: EXPENDITURES WHILE ON VACATION

	Millions of $ Spent In Total
	$1,922
	%
Transportation	47
Food & Beverages	22
Recreation & Entertainment	11
Accommodation	9
Other	11

4. The Ontario Travel Survey (1982) provided some general information on types of trips taken, trip purpose, accommodation and activities. Like Tourism British Columbia, the Ontario Ministry of Tourism and Recreation was seeking ways of increasing intraprovincial travel and encouraging visits from its' neighbouring provinces and states.

   Quarterly samples were drawn throughout the Province, with a total sample base of 4,312. The diary method was used, and upon completion of the survey it was found that 51 percent of all the households randomly selected to participate in the survey had accepted and completed the diary.

   This survey provided detailed results about expenditure patterns and trip frequency, but it lacks information on what motivated people to travel and why they would select one destination over another.

5. Another source of information was the survey Vacation Travel by Canadians in 1981 conducted for the Canadian Government Office of Tourism. This survey was conducted with a cross-section of 3,873 Canadians aged 18 and over. The survey involved a national probability sample of Canadians covering all but 7 percent of the entire Canadian population. Although the sample was large and statistically significant

at the time, it is now outdated and will not reflect many of the socio-economic and provincial changes that have occurred over the past four years. Also, the Province of Alberta was grouped with Saskatchewan and Manitoba to form a sub-sample referred to as the "Prairies". Therefore, no pertinent information on Albertan's travel habits could be obtained from the study.

6. The Department of Commerce, The State of New York conducted a two phase study in the winter of 1977. Respondents were first contacted and interviewed by telephone, and then because of the length of the study, a self-administered mail questionnaire and incentive were mailed to the participants who had already completed the first part of the survey.

The total sample consisted of 4,044 households. Of these respondents, 26 percent were from New York City, 20 percent were from the remainder of New York State, and 54 percent were from neighbouring states and provinces. These sub-samples were chosen so as to reflect the potential market for New York State vacations.

This study used the method of Cluster Analysis to segment the market. Four distinctly different groups of individuals were found and labelled as "Outdoor Enthusiasts", "Young Fun Lovers", "Sun Resorters" and "Culture Oriented" travellers.

The clusters were formed on the basis of responses to a battery of attitudinal statements. The attitudinal statements were grouped into three broad categories called "Activity Factors", "Benefit Factors", and "Lifestyle Factors". This method of analysis not only gives a demographic profile of vacationers, but also concisely describes what activities they enjoy and what motivates them on a holiday.

VIII RECOMMENDATIONS

The following recommendations for marketing the Province of British Columbia to Albertans are based on the qualitative focus groups, the results of the quantitative survey and on Marktrend's past experience in Alberta and in the travel industry. The points raised are essentially intended for consideration and discussion for they were not made with the total information on the related strategies and directions of Tourism British Columbia. They are "discussion points".

1. Since the vast majority of Albertans (90%) have visited British Columbia at least once in the past five years, and 28% have visited the Province during the past year, it is not necessary to raise the awareness of British Columbia as a vacation destination. Due to this experience the Albertan tourist has quite definite attitudes towards B.C. and its various regions that should be utilized as a basis upon which marketing plans can be built.

   Consideration could be given to portraying British Columbia as a lush, green, warm Province in which many family oriented activities are available: Something for everyone.

2. There are two distinct areas of Alberta, the North and South. The residents of each have significantly different attitudes towards British Columbia. These variations are a function of demography, climate, transportation links to British Columbia, and life-style differences. Marketing plans should be developed for each area. The South relates very positively to all the major recreation areas in the Southern part of the Province, especially the Kootenays. The North does not share this feeling for their counterpart area - Northern British Columbia. The Northern Albertans relate easily to the Okanagan probably due to highway links and to their family orientation which attracts them to the Okanagan's facilities. Shorter holidays are more prevalent in the South, whereas in the North longer vacations are taken.

Vancouver is most popular with those in the South, for these people are more cosmopolitan and have more discretionary income. They are more likely to visit the Lower Mainland for non-family oriented weekend jaunts and hence they are more familiar with Vancouver and are less threatened by the "Big City".

3. Rural Albertans are more likely to have motor-homes and trailers at their disposal than the city dwellers, and hence they are less likely to use hotels and motels during their holidays. In order to increase these peoples use of other facilities, it would be necessary to introduce extra facilities such as meals brought to your motor home, clean bed linen supplied, etc.

4. British Columbia's media advertising could be designed to achieve two objectives:

    i) Reinforcement of present positive images and reduction of the negatives. B.C.'s weather is considered a major positive and should not be neglected in major promotions.

    ii) Educate Albertans to the variety of activities available throughout the various regions of the Province. Specific attractions are a major reason for visiting an area and potentially provides the area with a "character or personality" (eg. Barkerville or Fort Steele).

5. The availability of fresh fruit and vegetables in British Columbia is a major attraction for Albertans. To be able to stop at a roadside stand and pick-up products that have been grown locally is a foreign activity in the prairies.

    They may be attracted to picking the products, but this was not strongly evident from the research. Emphasis on the freshness and variety of the fruits and vegetables available throughout the Province and the different varieties available at different times of the year will receive favourable response.

Picking up fresh fruit is a family oriented activity that will be most attractive to Group One - the Family Educational Travellers, to Group Five - the Young Family Travellers, and to Group Four - Grandma and Grandpa on the Go.

6. As was stated earlier, the three-day holiday length will appeal to Southern Albertans due to their proximity to B.C. and the seven-day trip to the Northern Albertans. The Southerners will probably react to a seven-day trip if it could include another destination. They should be encouraged in this direction.

   To the Northern residents it is a major trip to visit B.C. and hence to persuade them to extend their holiday will need specific reasons to stay. Their attraction to Vancouver Island could translate into their visiting Whistler or the Gulf Islands, both of which seem to have minimal awareness in Alberta.

7. A major objective of any tourism plan is to improve the shoulder seasons. Summer is naturally the most popular time to visit British Columbia, followed by Spring, Winter, then Fall. Spring travel is quite high in Alberta, probably because their Winter restricts travel by auto, the major transportation method. Trips to B.C. in this period are quite numerous, and perhaps the number could be difficult to increase.

   Fall travel is generally weak in Alberta, to any destination, however B.C. does achieve its share. To increase B.C. travel in the Fall it would be necessary to first persuade them to take a trip and then to choose B.C. Essentially this would involve "missionary" marketing which is difficult and hence expensive and long-term. Very specific market segments would need to be targeted with attractions and events that Albertans would find very attractive and were not available in Alberta. An excellent example is the "Septober" promotion in the Okanagan that should appeal to the Independent Sun and City Seekers (Group Six) primarily and secondly to the Young Adventurists (Group Three). Packages including air, hotel, rent-a-car and event tickets could be designed for Group Six. The Young Adventurists, in all likelihood, would drive and make their own arrangements.

8. Trips taken in the winter involve the services of a travel agent more frequently than trips at other times of the year. These trips are also more likely to be taken to Vancouver by people who either do not have children or their children are older. This market could react positively to extended weekend packaged holidays that include hotel and air transportation. Multiple destinations could also be considered.

9. Since most popular vacation activities mentioned by the respondents are people oriented (swimming, visiting museums, etc.) rather than of a more solitary nature (canoeing, sailing, etc.) consideration could be given to portraying families or groups in the promotion or offering family packages in off-peak times.

10. Some consideration should be given to addressing the perception that B.C.'s highways are poor. Although they are different than those in the prairies, the B.C. road system need not be considered a major draw-back to visiting the Province. Since non-visitors are prone to hold this perception (and also that B.C.'s weather is wet and unpredictable) the message could be more specifically directed at this segment.

11. The Northern part of B.C. is less attractive to Albertans, for it is unknown, isolated, and a long distance to travel. It appeals due to its natural beauty and the wilderness aspect but the market for this area is small in Alberta. To attract a more wide-spread audience the more people-oriented features should be emphasized and the most expeditous routing that could include several of these attractions could be mapped.

12. As each area of British Columbia has a different set of appeals for different segments in the Alberta population, each Tourist Region should, in the short term, evaluate the attractions it has to offer and then determine which segment would be best served by these attractions. Their marketing plan for Alberta would evolve from the identification of these segments. In the long-term the Tourist Regions would be best served by either developing attractions for all the segments or choosing those segments that can be satisfied most thoroughly now and remaining constant in their approach. Each Tourism Region is more easily perceived in totality by Albertans (the Okanagan, Vancouver Island, etc.) than is each individual component (Kamloops, Kelowna, Armstrong, etc.), thus any promotions or communication could be coordinated and presented as representing the area.

13. The Southern Albertans, especially Calgarians, are more likely to have purchased ski-packages and have been out-of-the-province to ski. More promotion of lower priced ski packages for Northern Alberta could be considered to increase the penetration of this market.

    Cross-country skiing is very popular throughout Alberta, especially in the North. Packages featuring this sport would be appropriate for bus-tours from the smaller towns in the North West and using air-transportation from the North East and Edmonton.

14. B.C.'s Ocean Coast is a major attraction to some Albertans, but not to the majority who prefer the Okanagan. Strategically it would be preferable to attract them to the Coast for their trip would naturally be longer. The drawing power of Vancouver Island could be used as a catalyst for this, however, the reticence to visit Vancouver and area is a major hindrance. The image of Vancouver could be upgraded to increase the overall attractiveness of the South West and hence provide more widely held reasons for visiting this area.

15. The major images of B.C. to Albertans in no specific order are:

- The mountains.
- The lakes with clear warm water.
- The lush greenery, especially when comparing the two provinces.
- The warm dry weather (of the Okanagan).
- The ocean coast.
- The B.C. ferry system.

These can be used to associate B.C. to Albertans.

Geographically Albertans envisage B.C. as:

- The Okanagan, The Shuswap
- Victoria
- Vancouver Island
- Vancouver
- The Kootenays

APPENDIX

MARKTREND
MARKETING RESEARCH INC

JOB NO: 85-062
QUESTIONNAIRE NO: 1 ☐ ☐ ☐

TIME INTERVIEW

STARTED ____________ **pm**

AREA

North West.............. 1
North East.............. 2
Edmonton................ 3
Central................. 4
Calgary................. 5
South................... 6

☐

TOURISM QUESTIONNAIRE

Good afternoon/evening. My name is __________________ from Marktrend, an Edmonton marketing research company. Today we are conducting a survey on your vacation travel. Can I speak to a male/female in your household over the age of 18? **(CHECK SEX QUOTA)**

IF NECESSARY, REINTRODUCE SELF

To be sure we're speaking to the correct people, could you please tell me into which of the following age categories you fit?

18 - 24....................... 1
25 - 34....................... 2
35 - 44....................... 3
45 - 54....................... 4
55 - 64....................... 5
65+........................... 6

CHECK QUOTAS ☐

1. Thinking about the period since last June, how many pleasure trips of longer than one night away have you taken in Alberta during this period?

PROBE WITH: Please try to recall all the pleasure trips you have taken in Alberta in the last year, including weekends.

________________________ trips

IF ZERO GO TO Q.3 ☐☐

FOR EACH TRIP ASK:

2a. Where did you go on your most recent trip in Alberta?
2nd most recent trip?
3rd most recent trip?

ASK FOR THREE MOST RECENT TRIPS ONLY ☐☐ ☐☐ ☐☐

(FURTHEST POINT AWAY FROM HOME)

b. And how many nights did you stay away?

c. And in which month did you go?

☐☐ ☐☐ ☐☐

	Q.2a Destination	Q.2b No. of Nights	Q.2c Month
1st Trip			
2nd Trip			
3rd Trip			

☐☐ ☐☐ ☐☐

3. Now thinking about the period since last June, how many pleasure trips of longer than one night away have you taken out of the Province during this period?

PROBE WITH: Please try to recall all the pleasure trips you have taken out of the Province in the last year, including weekends.

________________________ trips

IF ZERO GO TO Q.5 ☐☐

FOR EACH TRIP ASK:

4a. Where did you go on your most recent trip out of the Province?
2nd most recent trip?
3rd most recent trip?

ASK FOR THREE MOST RECENT TRIPS ONLY

(FURTHEST POINT AWAY FROM HOME)

PROBE IF NECESSARY: What part of ________________ did you go to?

b. And how many nights did you stay away?

c. And in which month did you go?

	Q.4a Destination	Q.4b No. of Nights	Q.4c Month
1st Trip			
2nd Trip			
3rd Trip			

5a. Now I would like you to consider where you would go if you had a three day break coming up. Where would you most likely go?

PROBE IF NECESSARY: What part of ________________ would you go to?

b. What is the one main reason why you would go to ____________________?

Q.5a Destination	Q.5b Reason

6a. Now, where would you go for a seven day trip?

PROBE IF NECESSARY: What part of ________________ would you go to?

b. What is the one main reason why you would go to ____________________?

Q.6a Destination	Q.6b Reason

7a. And where would you go for a trip of fourteen days or longer?

PROBE IF NECESSARY: What part of ________________ would you go to?

b. What is the one main reason why you would go to ____________________?

Q.7a Destination	Q.7b Reason

8a. Are you planning or considering taking any pleasure trips of longer than one night away during the next 12 months?

Yes.......................... 1
No.......................... 2 **GO TO Q.15a**

b. How many? ______________________ trips

FOR EACH TRIP ASK:

c. Where are you planning to visit on your 1st trip away? **ASK FOR THREE TRIPS ONLY**
2nd trip away?
3rd trip away?

(FURTHEST POINT AWAY FROM HOME)

PROBE IF NECESSARY: What part of ________________ are you planning to visit?

d. And how many nights will you stay away?

e. And in which month will you be going?

	Q.8c Destination	Q.8d No. of Nights	Q.8e Month
1st Trip			
2nd Trip			
3rd Trip			

INTERVIEWERS: **CONTINUE WITH TRIP WHICH RESPONDENT WILL BE TAKING FIRST. WRITE IN FINAL DESTINATION HERE.**

Country	State or Province	Area or Town

2

Now I'd like to ask a few extra questions about your planned trip to ______________?

9a. What is the one main reason why you are planning to go to ______________ for a vacation rather than somewhere else?

b. And what other reasons do you have for going to ______________? **PROBE**

10. By the time you go on your trip to ______________ how long will you have been planning it? **ONE RESPONSE ONLY**

Less Than 2 Weeks............ 1
2 - 4 Weeks.................. 2
1 - 2 Months................. 3
3 - 4 Months................. 4
5 - 6 Months................. 5
7 - 8 Months................. 6
9 - 12 Months................ 7
Over a Year.................. 8

☐ 15

11. Where will you get information for planning the trip?
MULTIPLE RESPONSE **DO NOT READ LIST**

Friends/Relatives/Word of Mouth........................ 1 ☐ 16
Brochures.................... 1 ☐ 17
Provincial and Other Official Source............... 1 ☐ 18
Auto Club Planning Service.... 1 ☐ 19
Social Club/Organization...... 1 ☐ 20
Travel Articles in Magazines/Newspapers.............. 1 ☐ 21
Travel Agent................. 1 ☐ 22
Resorts/Hotels/Motels......... 1 ☐ 23
Past Experience/Don't Need Any..................... 1 ☐ 24
Other (specify).............. 1 ☐ 25

____

____

12. What will be your major means of transportation for the trip?
ONE RESPONSE ONLY

Car/Truck.................... 1
Motor Home/Trailer/Camper..... 2
Plane........................ 3
Bus.......................... 4
Train........................ 5
Boat......................... 6
Other (specify).............. 7

☐ 26

____

____

13. What will be the major type of accommodation that you will be staying in during your trip to ______________? **ONE RESPONSE ONLY**

Motel/Hotel.................. 1
Private Home of Friends/Relatives.................... 2
Rented Home/Apartment......... 3
Camper/Motor Home/Van......... 4
Tent......................... 5
Own Cabin/Condominium......... 6
Other (specify).............. 7

☐ 27

____

____

14a. Do you have any children in your household?

Yes.............................. 1
No............................... 2 **GO TO Q.15a**
☐

b. Will all your children, some of your children, or none of your children be accompanying you on your trip to ______________?

All.............................. 1
Some............................. 2
None............................. 3 **GO TO Q.15a**
☐

c. Did the fact that you are planning to take children on this holiday have a major influence, some influence, or little or no influence on your choice of destination?

Major Influence.................. 1
Some Influence................... 2
Little or No Influence........... 3
☐

15a. Do you own a cabin, cottage, or other home which you use for vacation?

Yes.............................. 1
No............................... 2 **GO TO Q.16**
☐

b. Where is it situated?
PROBE FOR PROVINCE AND NAME OF NEAREST TOWN, RESORT, LAKE

STATE/PROVINCE: ________________ NEAREST TOWN, RESORT OR LAKE: ________________
☐☐

16a. Do you own or have access to a Mobile Home or Trailer?

Yes.............................. 1
No............................... 2 **GO TO Q.16c**
☐

b. How many nights a year would you or someone from your family stay in it?

________________________ nights
☐☐☐

c. Do you own a boat?
Yes.............................. 1
No............................... 2 **GO TO Q.17**
☐

d. What type of boat is it?

Canoe............................ 1
Power Boat....................... 2
Sailing Boat..................... 3
Other (specify).................. 4
____
☐

17a. Which major activities have you engaged in during your last few vacations?
PROBE: Any others?

____

____

____

☐☐
☐☐
☐☐
☐☐
☐☐
☐☐

17b. Which of these activities have you engaged in during your last few vacations?

	READ LIST START AT (✓)	Yes		No	
(1)	Going to the Beach	1		2	☐ 52
(2)	Sun-Tanning	1		2	☐ 53
(3)	Visiting Friends and Relatives	1		2	☐ 54
(4)	Visiting Arts and Crafts Workshops and Outlets	1		2	☐ 55
(5)	Visiting Amusement Parks	1		2	☐ 56
(6)	Picking Fruit	1		2	☐ 57
(7)	Visiting the Sea Coast	1		2	☐ 58
(8)	Seeing Natural Wonders	1		2	☐ 59
(9)	Taking Sightseeing Tours of a City	1		2	☐ 60
(10)	Visiting Historical Places	1		2	☐ 61
(11)	Visiting Museums and Galleries	1		2	☐ 62
(12)	Dining in Better Restaurants	1		2	☐ 63
(13)	Going to Theatres/Plays	1		2	☐ 64
(14)	Shopping in Interesting Stores	1		2	☐ 65
(15)	Attending Seminars or Courses	1		2	☐ 66
(16)	Gambling	1		2	☐ 67
(17)	Visiting Public Gardens	1		2	☐ 68
(18)	Attending Sports Events	1		2	☐ 69
(19)	Dancing or Visiting Night Clubs	1		2	☐ 70
(20)	Canoeing	1		2	☐ 71
(21)	Water-Skiing	1		2	☐ 72
(22)	Sailing or Yachting	1		2	☐ 73
(23)	Power Boating	1		2	☐ 74
(24)	Swimming	1		2	☐ 75
(25)	Lake/Stream Fishing	1		2	☐ 76
(26)	Salt Water Fishing	1		2	☐ 77
(27)	Scuba Diving	1		2	☐ 78
(28)	Hiking or Following Nature Trails	1		2	☐ 79
(29)	Golfing	1		2	☐ 80
(30)	Playing Favourite Sports	1	3 ☐☐☐	2	☐ 5
(31)	Hunting	1		2	☐ 6
(32)	Cross-Country Skiing	1		2	☐ 7
(33)	Downhill Skiing	1		2	☐ 8

c. Are there any other activities we have not mentioned which you enjoy while on vacation? **PROBE**

____ ☐☐ 9 10

____ ☐☐ 11 12

☐☐ 13 14

d. **REFER TO NO.33 DOWNHILL SKIING**
IF YES IN Q.17b ASK: Have you ever purchased a packaged ski holiday which included accommodation, transportation, and lift pass?

Yes.................. 1
No................... 2

☐ 15

18a. Have you skiied downhill in the last year?

Yes............................ 1
No............................. 2 **GO TO Q.18c**

☐ 16

b. How many times did you go downhill skiing in the past 12 months?

________________________ times **GO TO Q.19a**

☐☐☐ 17 18 19

c. Have you ever been downhill skiing?

Yes............................ 1
No............................. 2 **GO TO Q.18e**

☐ 20

d. **IF YES:** Why have you not been downhill skiing in the last year?

____

____

GO TO Q.19a

☐☐ 21 22
☐☐ 23 24

e. Do you plan to take up downhill skiing in the future?

Yes............................ 1
No............................. 2

☐ 25

19a. Have you skiied cross-country in the last year?

Yes............................ 1
No............................. 2 **GO TO Q.19c**

☐ 26

b. How many times did you go cross-country skiing in the past 12 months?

________________________ times **GO TO Q.20**

☐☐☐ 27 28 29

c. Have you ever been cross-country skiing?

Yes............................ 1
No............................. 2 **GO TO Q.19e**

☐ 30

d. **IF YES:** Why have you not been cross-country skiing in the last year?

____

____

GO TO Q.20

☐☐ 31 32
☐☐ 33 34

e. Do you plan to take up cross-country skiing in the future?

Yes............................ 1
No............................. 2

☐ 35

20. People have identified the following factors as important when deciding to take a trip. Would you please tell me how important each one is for you by rating them on a scale of 1 to 5. If you give a rating of **ONE** you mean that this is **NOT AT ALL IMPORTANT** to you, up to **FIVE** which means it is of **EXTREME IMPORTANCE** to you.

	START AT (✓)	Not At All Important				Extremely Important	
a.	To lie in the sun and relax.	1	2	3	4	5	☐ 36
b.	To travel to places where I feel secure.	1	2	3	4	5	☐ 37
c.	To try new and different experiences.	1	2	3	4	5	☐ 38
d.	To get away from it all.	1	2	3	4	5	☐ 39
e.	To visit cultural centres and museums.	1	2	3	4	5	☐ 40
f.	To be together as a family.	1	2	3	4	5	☐ 41
g.	To be surrounded by nature.	1	2	3	4	5	☐ 42
h.	Many water-sports are available.	1	2	3	4	5	☐ 43
i.	Motor-home hook-ups are available.	1	2	3	4	5	☐ 44
j.	The area has an interesting history.	1	2	3	4	5	☐ 45
k.	All activities are in one place.	1	2	3	4	5	☐ 46
l.	The destination is within a four hour drive from home.	1	2	3	4	5	☐ 47
m.	Packaged holidays to the area are available.	1	2	3	4	5	☐ 48
n.	There are plenty of activities for children.	1	2	3	4	5	☐ 49
o.	The area is peaceful and quiet.	1	2	3	4	5	☐ 50
p.	The weather is reliable.	1	2	3	4	5	☐ 51
q.	Good night-life is available.	1	2	3	4	5	☐ 52
r.	Luxurious accommodations are available.	1	2	3	4	5	☐ 53
s.	It can be booked through a Travel Agency.	1	2	3	4	5	☐ 54
t.	Food and accommodation are inexpensive.	1	2	3	4	5	☐ 55
u.	To be on or near the seashore.	1	2	3	4	5	☐ 56
v.	Gourmet restaurants are available.	1	2	3	4	5	☐ 57

21a. Now I would like you to think about vacations in British Columbia. What first comes to mind when you think of B.C.
WRITE IN FIRST SPONTANEOUS REPLY ONLY ☐☐ 58 59

____

21b. What do you feel are the strongest attractions about going there?

PROBE: Anything else?

☐☐ 60 61
☐☐ 62 63
☐☐ 64 65

c. What do you feel are the least attractive aspects of British Columbia as a place to go on vacation?

PROBE: Anything else?

☐☐ 66 67
☐☐ 68 69
☐☐ 70 71

22. What part or area of British Columbia first comes to mind when you think of B.C.? **WRITE IN FIRST SPONTANEOUS REPLY ONLY**

☐☐ 72 73

23a. How many pleasure trips of longer than one night have you taken to British Columbia in the last 5 years?

None........................... 1
One............................ 2
Two............................ 3
Three.......................... 4
Four........................... 5
Five........................... 6
Six to Ten..................... 7
Over Ten....................... 8

☐ 74

b. When was the last time you took a pleasure trip of longer than one night to British Columbia?

Under 1 Year Ago.............. 1
1 - 2 Years Ago............... 2
3 - 5 Years Ago............... 3
6 - 10 Years Ago.............. 4
Over 10 Years Ago............. 5
Never......................... 6 **GO TO Q.25**

☐ 75

c. And where in B.C. did you visit on that last occasion?
PROBE: Where else in B.C.? **MULTIPLE RESPONSE**

Vancouver & Lower Mainland............. 1 ☐ 76
Victoria............................... 1 ☐ 77
Vancouver Island (excluding Victoria)... 1 ☐ 78
The Okanagan/Shuswap................... 1 ☐ 79
Other (specify)........................ 1 ☐ 80 — 4 ☐☐☐ 2 3 4

PLEASE ------------------------------ 1 ☐ 5
WRITE ------------------------------ 1 ☐ 6
IN ------------------------------ 1 ☐ 7
FULL ------------------------------ 1 ☐ 8

24a. What was the main purpose of your last pleasure trip to British Columbia? Was it: **ONE RESPONSE ONLY**

READ LIST		To visit friends or relatives..........	1
		To take a vacation......................	2
	or	Both visiting friends or relatives and taking a vacation..................	3

☐

b. In which season did you last visit British Columbia? **ONE RESPONSE ONLY**

Spring.........................	1
Summer.........................	2
Fall...........................	3
Winter.........................	4

☐

c. And was any part of your last trip to British Columbia booked through a travel agent?

Yes............................	1
No.............................	2

☐

25a. How likely are you to visit British Columbia on vacation in the next year or so? Would that be:

READ LIST	Very Likely..................	1	**GO TO Q.26**
	Quite Likely.................	2	
	Not Very Likely..............	3	
	Not At All Likely............	4	

☐

b. Why are you not likely to visit British Columbia in the next year or so? **PROBE**

____

____

____

☐☐
☐☐
☐☐

26. Next, I would like to find out how appealing particular areas of British Columbia are to you as vacation destinations.

I would like you to rate each area, on a scale of 1 to 5, where **ONE** means the area has no appeal as a vacation destination, up to **FIVE** which means it has great appeal.

START AT (✓)

		No Appeal	Little Appeal	Neither Appealing Nor Unappealing	Some Appeal	Great Appeal	Don't Know/ Never Heard Of	
a.	Vancouver	1	2	3	4	5	6	☐
b.	Vancouver Island (excluding Victoria)	1	2	3	4	5	6	☐
c.	Victoria	1	2	3	4	5	6	☐
d.	The Okanagan/ Shuswap	1	2	3	4	5	6	☐
e.	The Panorama, Radium Area and The Kootenays	1	2	3	4	5	6	☐
f.	The Cariboo	1	2	3	4	5	6	☐
g.	Northern B.C.	1	2	3	4	5	6	☐
		ASK Q.27 FOR ALL CODED 1 or 2				**ASK Q.28 FOR ALL CODED 5**		

27. **ASK FOR ALL CODED 1 or 2 IN Q.26 ABOVE AND WRITE IN APPROPRIATE SECTION**

Why do you find _______________ unappealing? **PROBE**

a. Vancouver ______________________

b. Vancouver Island (excluding Victoria) ______________________

c. Victoria ______________________

d. The Okanagan/Shuswap ______________________

e. The Panorama, Radium Area and The Kootenays ______________________

f. The Cariboo ______________________

g. Northern B.C. ______________________

28. **ASK FOR ALL CODED 5 IN Q.26 ABOVE AND WRITE IN APPROPRIATE SECTION**

What do you find so appealing about _______________? **PROBE**

a. Vancouver ______________________

b. Vancouver Island (excluding Victoria) ______________________

5

c. Victoria ______________________

d. The Okanagan/Shuswap ______________________

e. The Panorama, Radium Area and The Kootenays ______________________

f. The Cariboo ______________________

g. Northern B.C. ______________________

29. Now I would like you to tell me how much you agree or disagree with the following statements using a scale of 1 to 5. **ONE** means you TOTALLY DISAGREE, **TWO** means you SOMEWHAT DISAGREE, **THREE** you NEITHER AGREE NOR DISAGREE, **FOUR** means you SOMEWHAT AGREE, and **FIVE** means you TOTALLY AGREE. Now here is the first statement.

	START AT (✓)	Totally Disagree (1)	(2)	(3)	(4)	Totally Agree (5)	
a.	Food and accommodation in B.C. are more expensive than in other vacation areas.	1	2	3	4	5	☐ 35
b.	I sometimes feel unsafe when I'm in Vancouver.	1	2	3	4	5	☐ 36
c.	Albertan's should travel more in their home province.	1	2	3	4	5	☐ 37
d.	B.C.'s natural beauty is its major attraction.	1	2	3	4	5	☐ 38
e.	The Okanagan is a place for young families to vacation in.	1	2	3	4	5	☐ 39
f.	I find travelling in Idaho and Montana more interesting than travelling in B.C.	1	2	3	4	5	☐ 40
g.	I would prefer to visit one of B.C.'s larger cities than other parts of the Province.	1	2	3	4	5	☐ 41
h.	Vancouver is the major attraction for Albertans visiting B.C.	1	2	3	4	5	☐ 42
i.	A vacation in B.C. offers many new and different experiences to enjoy.	1	2	3	4	5	☐ 43
j.	The cost of taking a holiday by car in B.C. is expensive.	1	2	3	4	5	☐ 44
k.	I wouldn't take children on a trip to Vancouver.	1	2	3	4	5	☐ 45
l.	You can't rely on the weather in B.C. to be good for your holidays.	1	2	3	4	5	☐ 46
m.	I would like to know more about specific vacation areas in B.C.	1	2	3	4	5	☐ 47
n.	I only go to B.C. to visit friends and relatives.	1	2	3	4	5	☐ 48
o.	The people in the rest of B.C. are more friendly to tourists than those in Vancouver.	1	2	3	4	5	☐ 49
p.	I have visited B.C. many times and would not consider returning in the near future.	1	2	3	4	5	☐ 50
q.	B.C. has good parks with many facilities.	1	2	3	4	5	☐ 51
r.	Travelling to a vacation spot in B.C. can be difficult.	1	2	3	4	5	☐ 52

30a. Have you seen or heard any advertising for travel to British Columbia in the last three months?

Yes............................ 1
No............................ 2 **GO TO Q.31** ☐ 53

b. What type of advertising was that? **MULTIPLE RESPONSE**

Brochure...................... 1 ☐ 54
T.V. Commercial............... 1 ☐ 55
Radio Commercial.............. 1 ☐ 56
Magazine Article.............. 1 ☐ 57
Newspaper Article............. 1 ☐ 58
Other (specify)............... 1 ☐ 59

____

____

c. Please tell me all the details you can recall about the advertising?
PROBE

________________________________ ☐☐ 60 61

________________________________ ☐☐ 62 63

________________________________ ☐☐ 64 65

31. Do you remember receiving a travel guide brochure entitled "Super Natural British Columbia" outlining the different tourist areas in B.C. and the various attractions?

Yes............................ 1
No............................. 2 ☐ 66
Don't Know/Can't Remember..... 3

32. How likely are you to visit Expo '86 in Vancouver next year? Is that very likely, quite likely, not very likely, or not at all likely?

Very Likely.................... 1
Quite Likely................... 2 ☐ 67
Not Very Likely................ 3 **GO TO Q.35**
Not At All Likely.............. 4
Not Aware Of It................ 5
Don't Know..................... 6

33a. If you do go to Expo, how many days would you expect to stay in Vancouver?

________________________ days ☐☐☐ 68 69 70

b. What will be the major type of accommodation that you will stay in while in Vancouver? **ONE RESPONSE ONLY**

Motel/Hotel.................................. 1
Private Home of Friends/Relatives....... 2 ☐ 71
Rented Home/Apartment................... 3
Camper/Motor Home/Van................... 4
Tent..................................... 5
Own Cabin/Condominium................... 6
Other (specify).......................... 7

____

33c. Do you think you would only visit Vancouver or would you visit other areas of British Columbia at the same time?

Only Vancouver................. 1
Other Areas As Well........... 2
Don't Know.................... 3
☐

34. Have you heard that there is a Centralized Computer booking system available for all hotels in British Columbia?

Yes.......................... 1
No........................... 2
☐

35. I'm now going to read a series of statements about personal likes and dislikes. Please tell me, using a scale of 1 to 5, how much you agree or disagree. **ONE** means you DISAGREE VERY STRONGLY to **FIVE** which means you AGREE VERY STRONGLY.

	START AT (✓)	Disagree Very Strongly (1)	(2)	(3)	(4)	Agree Very Strongly (5)	
a.	I would rather spend a quiet evening at home than go to a party.	1	2	3	4	5	☐
b.	I usually plan my vacation in great detail.	1	2	3	4	5	☐
c.	No matter how fast my income goes up I never seem to get ahead.	1	2	3	4	5	☐
d.	I enjoy camping while on holiday.	1	2	3	4	5	☐
e.	I prefer to pay cash for everything I buy.	1	2	3	4	5	☐
f.	Visiting relations during a vacation is not attractive to me.	1	2	3	4	5	☐
g.	I will probably have more money to spend next year.	1	2	3	4	5	☐
						6 ☐ ☐ ☐	
h.	I prefer spending vacation time at home.	1	2	3	4	5	☐
i.	I often buy things on impulse.	1	2	3	4	5	☐
j.	I rarely make advance reservations when taking a vacation.	1	2	3	4	5	☐
k.	I enjoy the excitement of a big city.	1	2	3	4	5	☐
l.	Family life and children are important to me.	1	2	3	4	5	☐
m.	Travelling to foreign countries is one of my favourite pastimes.	1	2	3	4	5	☐
n.	I appreciate the convenience of a packaged tour.	1	2	3	4	5	☐

35. continued...	Disagree Very Strongly (1)	(2)	(3)	(4)	Agree Very Strongly (5)	
o. I am more concerned with my own neighbourhood than what is happening half-way around the world.	1	2	3	4	5	☐ 12
p. I attend religious services regularly.	1	2	3	4	5	☐ 13
q. I read the newspaper daily to keep informed.	1	2	3	4	5	☐ 14
r. I enjoy learning something about the area during my vacations.	1	2	3	4	5	☐ 15
s. I have somewhat old fashioned tastes and habits.	1	2	3	4	5	☐ 16
t. I prefer active rather than peaceful holidays.	1	2	3	4	5	☐ 17
u. I enjoy travelling with a group of friends.	1	2	3	4	5	☐ 18
v. I take vacation trips on the spur of the moment.	1	2	3	4	5	☐ 19
w. I put most of my expenses for a holiday on my credit cards.	1	2	3	4	5	☐ 20
x. I enjoy taking bus tours.	1	2	3	4	5	☐ 21

DEMOGRAPHICS

36a. How long have you been a resident of Alberta?

Less Than 1 Year..........	1	ASK Q.36b	☐ 22
1 - 5 Years...............	2		
6 - 10 Years..............	3	GO TO Q.37	
11 - 20 Years.............	4		
Over 20 Years.............	5		

b. Where did you live before you moved to Alberta?

British Columbia..............	1	☐ 23
Saskatchewan/Manitoba.........	2	
Ontario.......................	3	
Quebec........................	4	
Other Canadian Provinces......	5	
U.S.A.........................	6	
Other Country.................	7	

37. What is your marital status?

Single..................	1	☐ 24
Married.................	2	
Separated/Divorced......	3	
Widowed.................	4	
Other...................	5	

38a. What is your current occupation? **PROBE** Can you explain further?

WRITE IN RESPONDENT'S OCCUPATION ABOVE, THEN CATEGORIZE ON LIST BELOW. IF YOU ARE NOT SURE WHICH CATEGORY TO CHECK, VERIFY WITH RESPONDENT.

Accountant	01
Doctor	02
Lawyer	03
Teacher	04
Engineer	05
Other Professional	06
Executive/Managerial	07
Owner/Operator/Self-Employed	08
Clerical/Office Staff	09
Retail Sales	10
Agency Sales	11
Corporate/Industrial Sales	12
Skilled Labour	13
Craftsman	14
Unskilled Labour	15
Technician	16
Housewife	17
Student	18
Military/Police	19
Fisherman	20
Farmer	21
Unemployed	30 ASK Q.38b
Retired	31

☐☐

b. When you are working, what is your occupation?

____

☐☐

39. Including yourself, how many people live in your household?

1	1 GO TO Q.41
2	2
3	3
4	4
5+	5
Refused	8

☐

40a. How many children under 18 live in your household?

Zero	1 GO TO Q.41
One	2
Two	3
Three	4
Four or More	5

☐

b. What ages are these children? **MULTIPLE RESPONSE**

0 - 2	1	☐
3 - 5	1	☐
6 - 12	1	☐
Teenagers	1	☐

41. What is the highest level of education that you have completed?

Less Than High School	1
Some High School	2
High School Graduate	3
Some Post High School Training - No Degree	4
Completed College or Other Non-Univ. Degree Program	5
Some University	6
University Degree	7
Refused	8

☐

42. Do you own or rent the home you are currently living in?

Own....................... 1
Rent...................... 2
Refused................... 8

☐ [illegible]

43. And finally, which of these groups, which I will read to you, best describes your total household income before taxes for 1984.

READ LIST

Under $20,000............ 1
$20,000 to $29,999....... 2
$30,000 to $39,999....... 3
$40,000 to $49,999....... 4
$50,000 or More.......... 5
Refused.................. 8

☐ 31

44. **INTERVIEWER:** Indicate sex of respondent.

Male...................... 1
Female.................... 2

☐ [illegible]

CLOSE INTERVIEW AND THANK RESPONDENT

TIME INTERVIEW

ENDED ___________ **pm**

INTERVIEWER NO: _________ ☐☐ 39 40

INTERVIEW LENGTH: _________ **min.** ☐☐ 41 42

EDITING TIME: _________ **min.** ☐☐ 43 44

EDITOR NO: _________ ☐ 45

CODER NO: _________ ☐ 46